

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 28, 1979

NIELSEN AVERAGE AUDIENCE

| HOUSEHOLDS | | | | TOTAL PERSONS (2+) | | | |
|------------|------------------------------|-----------|-----------|--------------------|------------------------------|-----------|-----------|
| RANK | PROGRAM | AUDIENCES | | RANK | PROGRAM | AUDIENCES | |
| | | % U.S. | NO. (000) | | | % U.S. | NO. (000) |
| 1 | SUPER BOWL XIII GAME(S) | 47.1 | 35,090 | 1 | SUPER BOWL XIII GAME(S) | 36.5 | 74,740 |
| 2 | LAVERNE AND SHIRLEY | 33.9 | 25,260 | 2 | LAVERNE AND SHIRLEY | 27.8 | 56,800 |
| 3 | HAPPY DAYS | 32.8 | 24,440 | 3 | HAPPY DAYS | 27.2 | 55,580 |
| 4 | SUPER BOWL XIII POST(S) | 31.8 | 23,690 | 4 | MORK & MINDY | 26.8 | 54,910 |
| 5 | MORK & MINDY | 31.0 | 23,100 | 5 | MORK & MINDY HOUR SPECIAL(S) | 25.2 | 51,500 |
| 6 | EIGHT IS ENOUGH | 29.2 | 21,750 | 6 | SUPER BOWL XIII POST(S) | 24.5 | 50,060 |
| 7 | THREE'S COMPANY | 29.1 | 21,680 | 7 | DELTA HOUSE(S) | 23.4 | 47,940 |
| 8 | TAXI# | 28.6 | 21,310 | 8 | EIGHT IS ENOUGH | 23.2 | 47,420 |
| 9 | CHARLIE'S ANGELS# | 28.4 | 21,160 | 9 | WHAT'S HAPPENING# | 22.9 | 46,910 |
| 9 | DELTA HOUSE(S) | 28.4 | 21,160 | 10 | THREE'S COMPANY | 21.1 | 43,280 |
| 11 | MORK & MINDY HOUR SPECIAL(S) | 27.9 | 20,790 | 11 | CHARLIE'S ANGELS# | 20.9 | 42,790 |
| 12 | M*A*S*H | 27.7 | 20,640 | 12 | TAXI# | 20.5 | 42,000 |
| 13 | ALICE | 27.0 | 20,120 | 13 | ALICE | 20.0 | 40,950 |
| 14 | WHAT'S HAPPENING# | 26.9 | 20,040 | 14 | M*A*S*H | 19.7 | 40,260 |
| 15 | ALL IN THE FAMILY | 24.7 | 18,400 | 15 | BATTLESTAR: GALACTICA | 18.6 | 38,030 |
| 16 | VEGA\$ | 24.6 | 18,330 | 16 | ALL IN THE FAMILY | 17.7 | 36,290 |
| 17 | BARNEY MILLER | 23.7 | 17,660 | 17 | CAPTAIN AMERICA(S) | 17.5 | 35,810 |
| 18 | FANTASY ISLAND# | 23.5 | 17,510 | 18 | FANTASY ISLAND# | 17.5 | 35,760 |
| 19 | ABC SUNDAY NIGHT MOVIE | 23.4 | 17,430 | 19 | ABC SUNDAY NIGHT MOVIE | 17.3 | 35,400 |
| | | | | 20 | DELTA HOUSE# | 17.2 | 35,280 |

WOMEN (18+)

| RANK | PROGRAM | AUDIENCES | |
|------|------------------------------|-----------|-----------|
| | | % U.S. | NO. (000) |
| 1 | SUPER BOWL XIII GAME(S) | 30.1 | 23,510 |
| 2 | LAVERNE AND SHIRLEY | 27.8 | 21,710 |
| 3 | HAPPY DAYS | 26.3 | 20,500 |
| 4 | MORK & MINDY | 25.6 | 20,000 |
| 5 | EIGHT IS ENOUGH | 25.0 | 19,540 |
| 6 | THREE'S COMPANY | 24.7 | 19,260 |
| 7 | TAXI# | 24.2 | 18,900 |
| 8 | ALICE | 24.2 | 18,890 |
| 9 | CHARLIE'S ANGELS# | 23.4 | 18,250 |
| 10 | WHAT'S HAPPENING# | 22.8 | 17,770 |
| 11 | M*A*S*H | 22.7 | 17,730 |
| 12 | DELTA HOUSE(S) | 22.6 | 17,630 |
| 13 | MORK & MINDY HOUR SPECIAL(S) | 22.4 | 17,450 |
| 14 | SUPER BOWL XIII POST(S) | 22.1 | 17,250 |
| 15 | ALL IN THE FAMILY | 21.9 | 17,090 |
| 16 | FANTASY ISLAND# | 20.7 | 16,170 |
| 17 | VEGA\$ | 20.1 | 15,690 |
| 18 | WALTONS | 19.7 | 15,390 |
| 19 | BARNEY MILLER | 19.6 | 15,280 |

MEN (18+)

| RANK | PROGRAM | AUDIENCES | |
|------|------------------------------|-----------|-----------|
| | | % U.S. | NO. (000) |
| 1 | SUPER BOWL XIII GAME(S) | 48.6 | 34,060 |
| 2 | SUPER BOWL XIII POST(S) | 30.0 | 21,020 |
| 3 | MORK & MINDY | 21.5 | 15,100 |
| 4 | DELTA HOUSE(S) | 20.8 | 14,600 |
| 5 | LAVERNE AND SHIRLEY | 20.2 | 14,190 |
| 6 | HAPPY DAYS | 20.0 | 14,040 |
| 7 | M*A*S*H | 19.9 | 13,960 |
| 8 | SUPER BOWL XIII PRE(S) | 19.7 | 13,780 |
| 9 | MORK & MINDY HOUR SPECIAL(S) | 19.6 | 13,710 |
| 10 | ALICE | 19.3 | 13,560 |
| 11 | WHAT'S HAPPENING# | 19.0 | 13,300 |
| 12 | EIGHT IS ENOUGH | 18.8 | 13,160 |
| 13 | ABC SUNDAY NIGHT MOVIE | 18.6 | 13,070 |
| 14 | TAXI# | 18.4 | 12,900 |
| 15 | 60 MINUTES | 18.2 | 12,750 |
| 16 | THREE'S COMPANY | 18.2 | 12,740 |
| 17 | ALL IN THE FAMILY | 18.2 | 12,730 |
| 18 | CHARLIE'S ANGELS# | 17.7 | 12,380 |
| 19 | CAPTAIN AMERICA(S) | 17.2 | 12,090 |
| 20 | SALVAGE-ABC MOVIE SPECIAL(S) | 16.9 | 11,850 |
| 21 | BROTHERS AND SISTERS(S) | 16.8 | 11,810 |
| 22 | BATTLESTAR: GALACTICA | 16.8 | 11,750 |
| 23 | VEGA\$ | 16.7 | 11,720 |

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 28, 1979

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

| RANK | PROGRAM | AUDIENCES | |
|------|------------------------------|-----------|-----------|
| | | % U.S. | NO. (000) |
| 1 | MORK & MINDY | 31.7 | 15,330 |
| 2 | LAVERNE AND SHIRLEY | 31.3 | 15,170 |
| 3 | HAPPY DAYS | 30.2 | 14,600 |
| 4 | SUPER BOWL XIII GAME(S) | 29.7 | 14,390 |
| 5 | DELTA HOUSE(S) | 28.9 | 13,990 |
| 6 | MORK & MINDY HOUR SPECIAL(S) | 28.0 | 13,540 |
| 7 | WHAT'S HAPPENING# | 26.9 | 13,010 |
| 8 | TAXI# | 26.8 | 12,990 |
| 9 | THREE'S COMPANY | 26.7 | 12,950 |
| 10 | EIGHT IS ENOUGH | 25.9 | 12,550 |
| 11 | CHARLIE'S ANGELS# | 24.3 | 11,790 |
| 12 | SOAP# | 23.6 | 11,420 |
| 13 | M*A*S*H | 23.2 | 11,250 |
| 14 | ABC SUNDAY NIGHT MOVIE | 23.1 | 11,180 |
| 15 | BARNEY MILLER | 22.8 | 11,060 |
| 16 | SUPER BOWL XIII POST(S) | 22.0 | 10,670 |
| 17 | VEGA\$ | 21.1 | 10,210 |
| 18 | FAMILY | 20.9 | 10,140 |
| 19 | FANTASY ISLAND# | 20.8 | 10,060 |

WOMEN 55+

| RANK | PROGRAM | AUDIENCES | |
|------|------------------------------|-----------|-----------|
| | | % U.S. | NO. (000) |
| 1 | WALTONS | 36.5 | 8,610 |
| 2 | SUPER BOWL XIII GAME(S) | 30.1 | 7,090 |
| 3 | ALICE | 29.8 | 7,030 |
| 4 | ALL IN THE FAMILY | 28.7 | 6,780 |
| 5 | LITTLE HOUSE-PRAIRIE | 26.6 | 6,270 |
| 6 | 60 MINUTES | 26.1 | 6,150 |
| 7 | BARNABY JONES | 26.0 | 6,130 |
| 8 | HAWAII FIVE-O | 25.0 | 5,890 |
| 9 | ROCKFORD FILES# | 24.8 | 5,850 |
| 10 | GEORGE BURNS' 100TH-PARTY(S) | 24.0 | 5,660 |
| 11 | CHARLIE'S ANGELS# | 23.5 | 5,540 |
| 12 | EIGHT IS ENOUGH | 23.4 | 5,510 |
| 13 | CHIPS | 22.5 | 5,310 |
| 14 | DEAN MARTIN CELEB. ROAST(S) | 22.3 | 5,250 |
| 15 | ALL STAR FAMILY FEUD(S) | 22.0 | 5,180 |
| 16 | DIFF'RENT STROKES | 21.2 | 5,000 |
| 17 | LAVERNE AND SHIRLEY | 21.0 | 4,950 |
| 18 | SUPER BOWL XIII POST(S) | 20.6 | 4,850 |
| 19 | M*A*S*H | 20.4 | 4,810 |
| 19 | TIM CONWAY SHOW(S) | 20.4 | 4,810 |
| 21 | THREE'S COMPANY | 20.2 | 4,760 |

MEN 18-49

| RANK | PROGRAM | AUDIENCES | |
|------|------------------------------|-----------|-----------|
| | | % U.S. | NO. (000) |
| 1 | SUPER BOWL XIII GAME(S) | 49.4 | 22,760 |
| 2 | SUPER BOWL XIII POST(S) | 29.7 | 13,680 |
| 3 | DELTA HOUSE(S) | 24.3 | 11,180 |
| 4 | MORK & MINDY | 24.1 | 11,110 |
| 5 | SUPER BOWL XIII PRE(S) | 22.4 | 10,340 |
| 6 | HAPPY DAYS | 22.3 | 10,290 |
| 7 | MORK & MINDY HOUR SPECIAL(S) | 22.0 | 10,150 |
| 8 | LAVERNE AND SHIRLEY | 22.0 | 10,120 |
| 9 | ABC SUNDAY NIGHT MOVIE | 21.1 | 9,710 |
| 10 | BATTLESTAR: GALACTICA | 20.8 | 9,590 |
| 11 | WHAT'S HAPPENING# | 20.3 | 9,370 |
| 12 | M*A*S*H | 18.8 | 8,680 |
| 13 | THREE'S COMPANY | 18.3 | 8,430 |
| 14 | DELTA HOUSE# | 18.1 | 8,330 |
| 14 | SALVAGE-ABC MOVIE SPECIAL(S) | 18.1 | 8,330 |
| 16 | EIGHT IS ENOUGH | 18.1 | 8,320 |
| 17 | BROTHERS AND SISTERS(S) | 18.0 | 8,290 |
| 18 | TAXI# | 17.9 | 8,230 |
| 19 | BARNEY MILLER | 17.5 | 8,080 |
| 20 | FANTASY ISLAND SPECIAL(S) | 17.0 | 7,830 |
| 21 | SOAP# | 16.5 | 7,620 |
| 22 | CAPTAIN AMERICA(S) | 16.3 | 7,510 |
| 22 | VEGA\$ | 16.3 | 7,510 |
| 24 | HOW THE WEST WAS WON | 16.2 | 7,460 |

MEN 55+

| RANK | PROGRAM | AUDIENCES | |
|------|------------------------------|-----------|-----------|
| | | % U.S. | NO. (000) |
| 1 | SUPER BOWL XIII GAME(S) | 48.2 | 8,910 |
| 2 | SUPER BOWL XIII POST(S) | 31.5 | 5,820 |
| 3 | WALTONS | 27.9 | 5,170 |
| 4 | ALL IN THE FAMILY | 27.7 | 5,130 |
| 5 | ALICE | 27.6 | 5,100 |
| 6 | BARNABY JONES | 26.2 | 4,840 |
| 7 | ROCKFORD FILES# | 25.1 | 4,650 |
| 8 | 60 MINUTES | 24.8 | 4,590 |
| 9 | DEAN MARTIN CELEB. ROAST(S) | 23.9 | 4,430 |
| 10 | GEORGE BURNS' 100TH-PARTY(S) | 22.2 | 4,100 |
| 11 | HAWAII FIVE-O | 21.7 | 4,010 |
| 12 | CENTENNIAL | 21.6 | 4,000 |
| 13 | CBS EVENING NEWS-CRONKITE | 21.2 | 3,930 |
| 13 | CHARLIE'S ANGELS# | 21.2 | 3,930 |
| 15 | TAXI# | 21.0 | 3,890 |
| 16 | LITTLE HOUSE-PRAIRIE | 20.9 | 3,860 |
| 17 | M*A*S*H | 20.8 | 3,850 |
| 18 | TIM CONWAY SHOW(S) | 19.9 | 3,680 |
| 19 | CBS SAT. NEWS-SCHIEFFER | 19.8 | 3,660 |
| 20 | EIGHT IS ENOUGH | 19.3 | 3,570 |

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1979 REPORT

| PROGRAM NAME | | | | | | | | | | T/C THIS SEASON | | NO. OF STATIONS & PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | AUDIENCE COMPOSITION | | | | | | | | | | | | | | | | | | | |
|---------------------------|-----|------------|-----|-----|------|-------|------|------|-----|-------------------|-------------------|------------------------------------|--------------------|--------------------------|------|---|--------|--------|--------|--------|-----|-------|--------|--------|--------|--------|-----|--------------------------|----------------------------|-----|-----|-----|-----|-----|-----|
| | | | | | | | | | | | | | | | | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | | | | | | | | | | | | | | |
| WK # | DAY | START TIME | DUR | NET | TYPE | PROG. | WK 1 | WK 2 | KEY | AVG. AUD. SHARE % | AVG. AUD. SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY WORK- OF HOUSE WOM. | ING | TOTAL | 18- 34 | 18- 49 | 25- 54 | 55- 64 | 55+ | TOTAL | 18- 34 | 18- 49 | 25- 54 | 55- 64 | 55+ | TEENS (12-17) TOTAL FEM. | CHILDREN (2-11) TOTAL 6-11 | | | | | | |
| •EVENING | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC COMMENTARY(S) | | | | | | | | | | 181 | A | 17.0 | 27 | 1267 | 1689 | 691 | 250 | 767 | 319 | 482 | 419 | 135 | 233 | 543 | 196 | 317 | 254 | 163 | 195 | 173 | 83 | 206 | 150 | | |
| 2 TUE. 9.37P 9 ABC N | | | | | | | | | | 95 | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC FRIDAY NIGHT MOVIE | | | | | | | | | | 13 | 195 | 192 | A | 20.3 | 34 | 1512 | 2158 | 830 | 332 | 908 | 410 | 662 | 531 | 99 | 179 | 649 | 291 | 457 | 373 | 95 | 136 | 286 | 167 | 315 | 237 |
| FRI. 9.00P 120 ABC FF | | | | | | | | | | 99 | 99 | | B | 19.3 | 33 | 1438 | 1962 | 773 | 321 | 856 | 373 | 581 | 473 | 110 | 212 | 636 | 275 | 432 | 369 | 94 | 151 | 204 | 124 | 266 | 196 |
| 9.00 - 9.30 | | | | | | | | | | | | | A | 19.4 | 31 | 1445 | 2235 | 815 | 326 | 903 | 387 | 632 | 512 | 102 | 201 | 639 | 268 | 436 | 369 | 102 | 149 | 293 | 166 | 400 | 281 |
| 9.30 - 10.00 | | | | | | | | | | | | | A | 19.5 | 32 | 1453 | 2193 | 848 | 327 | 919 | 412 | 660 | 524 | 105 | 193 | 640 | 280 | 443 | 362 | 100 | 140 | 299 | 165 | 335 | 252 |
| 10.00 - 10.30 | | | | | | | | | | | | | A | 21.2 | 36 | 1579 | 2118 | 830 | 332 | 904 | 417 | 680 | 542 | 96 | 161 | 657 | 305 | 472 | 388 | 89 | 123 | 274 | 170 | 283 | 224 |
| 10.30 - 11.00 | | | | | | | | | | | | | A | 21.0 | 36 | 1565 | 2095 | 829 | 339 | 905 | 425 | 675 | 541 | 96 | 161 | 654 | 306 | 474 | 375 | 88 | 128 | 281 | 166 | 255 | 201 |
| ABC NEWSBRIEF-M-F | | | | | | | | | | 93 | 180 | 182 | A | 22.5 | 34 | 1676 | 2135 | 793 | 317 | 883 | 390 | 604 | 508 | 96 | 207 | 600 | 259 | 402 | 331 | 92 | 151 | 270 | 144 | 382 | 262 |
| M & F 8.58P 1 ABC N | | | | | | | | | | 95 | 95 | | B | 19.4 | 30 | 1445 | 1925 | 734 | 289 | 816 | 358 | 549 | 450 | 94 | 204 | 609 | 266 | 397 | 331 | 91 | 164 | 214 | 116 | 286 | 202 |
| 1 TU-TH 9.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TUE. 8.57P 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 W & TH 9.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWSBRIEF-SAT. | | | | | | | | | | 19 | 188 | 188 | A | 23.3 | 38 | 1736 | 2153 | 790 | 315 | 842 | 293 | 495 | 465 | 131 | 256 | 679 | 265 | 407 | 368 | 93 | 186 | 269 | 166 | 363 | 238 |
| 1 SAT. 8.58P 1 ABC N | | | | | | | | | | 96 | 96 | | B | 21.2 | 36 | 1579 | 1999 | 748 | 287 | 830 | 304 | 516 | 460 | 118 | 238 | 626 | 240 | 390 | 356 | 90 | 174 | 204 | 112 | 339 | 247 |
| 2 SAT. 9.28P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWSBRIEF-SUN. | | | | | | | | | | 19 | 191 | 184 | A | 20.4 | 29 | 1520 | 2405 | 681 | 285 | 760 | 454 | 630 | 471 | 77 | 104 | 779 | 476 | 625 | 447 | 65 | 113 | 337 | 138 | 529 | 351 |
| SUN. 8.58P 1 ABC N | | | | | | | | | | 96 | 95 | | B | 18.9 | 28 | 1408 | 2240 | 674 | 293 | 757 | 414 | 598 | 435 | 71 | 125 | 741 | 410 | 587 | 473 | 62 | 107 | 272 | 117 | 470 | 320 |
| ABC SUNDAY NIGHT MOVIE | | | | | | | | | | 16 | 196 | 185 | A | 23.4 | 37 | 1743 | 2031 | 776 | 331 | 839 | 429 | 642 | 510 | 71 | 134 | 749 | 390 | 556 | 461 | 93 | 140 | 287 | 130 | 156 | 121 |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 SUN. 9.00P 146 ABC FF | | | | | | | | | | 99 | 98 | | B | 23.2 | 37 | 1728 | 2034 | 746 | 349 | 847 | 417 | 643 | 508 | 81 | 147 | 762 | 384 | 586 | 486 | 84 | 124 | 244 | 112 | 181 | 134 |
| 2 SUN. 9.00P 120 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | | | | | | | | | | A | 22.2 | 33 | 1654 | 2115 | 766 | 321 | 841 | 431 | 651 | 514 | 72 | 135 | 745 | 383 | 556 | 459 | 85 | 136 | 291 | 130 | 238 | 175 |
| 9.30 - 10.00 | | | | | | | | | | | | | A | 22.8 | 34 | 1699 | 2048 | 763 | 330 | 831 | 438 | 641 | 500 | 68 | 135 | 745 | 387 | 557 | 454 | 82 | 135 | 298 | 140 | 174 | 137 |
| 10.00 - 10.30 | | | | | | | | | | | | | A | 24.0 | 38 | 1788 | 1983 | 770 | 343 | 833 | 425 | 627 | 491 | 74 | 141 | 764 | 391 | 561 | 462 | 103 | 149 | 262 | 125 | 124 | 99 |
| 10.30 - 11.00 | | | | | | | | | | | | | A | 23.9 | 39 | 1781 | 1935 | 762 | 325 | 824 | 416 | 625 | 504 | 69 | 131 | 749 | 391 | 546 | 458 | 105 | 149 | 254 | 111 | 108 | 89 |
| 11.00 - 11.30 | | | | | | | | | | | | | A | 25.7 | 46 | 1915 | 2098 | 850 | 342 | 877 | 434 | 676 | 567 | 65 | 115 | 726 | 398 | 558 | 466 | 90 | 130 | 372 | 164 | 123 | 111 |
| ABC WORLD NEWS TONIGHT | | | | | | | | | | 80 | 199 | 198 | A | 11.9 | 20 | 887 | 1701 | 764 | 253 | 825 | 233 | 423 | 415 | 109 | 312 | 582 | 145 | 279 | 283 | 119 | 243 | 116 | 52 | 178 | 110 |
| M-F 6.30P 30 ABC N | | | | | | | | | | 99 | 99 | | B | 10.7 | 20 | 797 | 1648 | 720 | 240 | 796 | 252 | 412 | 378 | 117 | 303 | 609 | 189 | 306 | 299 | 107 | 238 | 98 | 45 | 145 | 92 |
| ABC WRLD NEWS TONIGHT-SAT | | | | | | | | | | 7 | 115 | | A | 6.7 | 12 | 499 | 1673 | 609 | 170 | 609 | 156 | 268 | 248 | 150 | 289 | 661 | 226 | 331 | 316 | 114 | 256 | 196 | 104 | 207 | 158 |
| 1 SAT. 6.30P 30 ABC N | | | | | | | | | | 66 | | | B | 5.0 | 10 | 373 | 1829 | 661 | 219 | 735 | 270 | 426 | 367 | 115 | 262 | 728 | 281 | 417 | 406 | 116 | 244 | 129 | 65 | 237 | 164 |
| ABC WRLD NEWS TONIGHT-SUN | | | | | | | | | | 1 | 124 | | A | 8.6 | 16 | 641 | 1764 | 595 | 213 | 614 | 186 | 311 | 369 | 143 | 245 | 716 | 225 | 416 | 397 | 111 | 231 | 246 | 39 | 188 | 139 |
| 2 SUN. 6.30P 30 ABC N | | | | | | | | | | 70 | | | B | 8.6 | 16 | 641 | 1764 | 595 | 213 | 614 | 186 | 311 | 369 | 143 | 245 | 716 | 225 | 416 | 397 | 111 | 231 | 246 | 39 | 188 | 139 |
| ALICE | | | | | | | | | | 10 | 194 | 193 | A | 27.0 | 39 | 2012 | 2035 | 829 | 316 | 940 | 293 | 495 | 437 | 137 | 350 | 673 | 171 | 346 | 360 | 118 | 254 | 170 | 94 | 252 | 177 |
| SUN. 8.30P 30 CBS CS | | | | | | | | | | 99 | 96 | | B | 24.3 | 36 | 1810 | 1901 | 780 | 284 | 882 | 250 | 439 | 414 | 135 | 354 | 659 | 176 | 323 | 331 | 122 | 264 | 155 | 77 | 205 | 146 |
| ALL IN THE FAMILY | | | | | | | | | | 11 | 192 | 193 | A | 24.7 | 36 | 1840 | 1972 | 817 | 320 | 928 | 266 | 465 | 420 | 142 | 368 | 690 | 185 | 343 | 345 | 134 | 278 | 128 | 70 | 226 | 157 |
| SUN. 8.00P 30 CBS CS | | | | | | | | | | 99 | 99 | | B | 26.5 | 39 | 1974 | 1875 | 766 | 309 | 880 | 259 | 441 | 397 | 145 | 355 | 669 | 188 | 326 | 336 | 126 | 264 | 146 | 79 | 180 | 120 |
| ALL STAR FAMILY FEUD(S) | | | | | | | | | | 195 | | | A | 21.8 | 36 | 1624 | 2086 | 802 | 297 | 918 | 309 | 490 | 467 | 119 | 319 | 576 | 204 | 336 | 284 | 73 | 190 | 182 | 90 | 410 | 250 |
| 2 FRI. 8.00P 60 ABC QP | | | | | | | | | | 98 | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | | | | | | | | | | A | 20.3 | 33 | 1512 | 2053 | 795 | 299 | 918 | 316 | 491 | 453 | 128 | 321 | 556 | 209 | 332 | 269 | 66 | 183 | 177 | 93 | 402 | 227 |
| 8.30 - 9.00 | | | | | | | | | | | | | A | 23.4 | 38 | 1743 | 2098 | 802 | 289 | 908 | 296 | 480 | 476 | 114 | 317 | 589 | 199 | 339 | 294 | 78 | 195 | 186 | 91 | 415 | 266 |
| BARNABY JONES | | | | | | | | | | 15 | 185 | 190 | A | 22.2 | 37 | 1654 | 1783 | 839 | 296 | 892 | 187 | 421 | 431 | 166 | 370 | 677 | 176 | 299 | 310 | 144 | 292 | 116 | 45 | 98 | 82 |
| THU. 10.00P 60 CBS PD | | | | | | | | | | 97 | 98 | | B | 21.3 | 37 | 1587 | 1709 | 776 | 276 | 844 | 225 | 423 | 429 | 140 | 321 | 668 | 196 | 347 | 329 | 126 | 256 | 107 | 47 | 90 | 61 |
| 10.00 - 10.30 | | | | | | | | | | | | | A | 22.3 | 37 | 1661 | 1772 | 836 | 294 | 888 | 184 | 413 | 424 | 168 | 376 | 680 | 173 | 299 | 314 | 145 | 294 | 114 | 45 | 90 | 77 |
| 10.30 - 11.00 | | | | | | | | | | | | | A | 22.2 | 38 | 1654 | 1781 | 838 | 295 | 891 | 191 | 426 | 433 | 164 | 364 | 671 | 176 | 297 | 308 | 140 | 288 | 116 | 45 | 103 | 85 |

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1979 REPORT

| PROGRAM NAME | | | | | | | | | | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE | | K E Y | HOUSEHOLD AUDIENCES | | | AUDIENCE COMPOSITION | | | | | | | | | | | | | | | | | | | | | |
|--------------------------|------|---------------|-----|-----|---------------|------|------|--|--|-----------------------|--|-------------------------|--------------------------|--------------------------------|------|-------|---|-----------|-----------|-----------|-----|-------|-----------|-----------|-----------|-----------|-----|-------|-----------|-----------|-----------|-----------|-----|--------------------------|-----------------------------|------|--|--|
| | | | | | | | | | | | | | | | | | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | | | | | | | | | | | | | | | | |
| WK # | DAY | START TIME | DUR | NET | PROG. TYPE | WK 1 | WK 2 | | | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY WORK- OF HOUSE WOM. | ING. | TOTAL | 18- 34 | 18- 49 | 25- 54 | 55- 64 | 55+ | TOTAL | 18- 34 | 18- 49 | 25- 54 | 55- 64 | 55+ | TOTAL | 18- 34 | 18- 49 | 25- 54 | 55- 64 | 55+ | TEENS (12-17) FEM. | CHILDREN (2-11) TOTAL | 6-11 | | |
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS REPORTS(S) | | | | | | | | | | | | 183 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | TUE. | 8.00P | 60 | CBS | DN | | | | | | | 99 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 8.00 - 8.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 8.30 - 9.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS REPORTS(S) | | | | | | | | | | | | 178 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | TUE. | 8.00P | 60 | CBS | DN | | | | | | | 99 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 8.00 - 8.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 8.30 - 9.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS SAT. NEWS-SCHIEFFER | | | | | | | | | | | | 15 | 148 | 153 | | | | | | | | | | | | | | | | | | | | | | | | |
| | SAT. | 6.30P | 30 | CBS | N | | | | | | | 88 | 89 | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS SATURDAY NIGHT MOVIE | | | | | | | | | | | | 8 | 181 | 180 | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | SAT. | 9.00P | 120 | CBS | FF | | | | | | | 98 | 97 | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | SAT. | 9.00P | 108 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 9.00 - 9.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 9.30 - 10.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 10.00 - 10.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 10.30 - 11.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS SUNDAY NIGHT MOVIE | | | | | | | | | | | | 2 | 189 | 183 | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | SUN. | 9.00P | 180 | CBS | FF | | | | | | | 99 | 98 | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | SUN. | 9.00P | 117 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 9.00 - 9.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 9.30 - 10.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 10.00 - 10.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 10.30 - 11.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 11.00 - 11.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 11.30 - 12.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS TUESDAY NIGHT MOVIES | | | | | | | | | | | | 13 | 184 | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | TUE. | 9.00P | 116 | CBS | FF | | | | | | | 98 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 9.00 - 9.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 9.30 - 10.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 10.00 - 10.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 10.30 - 11.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1979 REPORT

| PROGRAM NAME | | | | | | | | | | T/C THIS SEASON | | NO. OF STATIONS & PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | AUDIENCE COMPOSITION | | | | | | | | | | | | | | | | | | | | | |
|-----------------------------|-----|------------|-----|-----|------|-------|------|------|-----|-----------------|--------------|------------------------------------|--------------------|--------------------------|-------|---|-------------|-------|-------|-----|-------|-------|-------------|-------|-------|-----|--------------------------|----------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | | | | | | | | | | | | | | | | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | | | | | | | | | | | | | | | | |
| WK # | DAY | START TIME | DUR | NET | TYPE | PROG. | WK 1 | WK 2 | KEY | AVG. AUD. % | AVG. SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY WORK- OF HOUSE WOM. | TOTAL | 18-34 | WOMEN 18-49 | 25-54 | 55-64 | 55+ | TOTAL | 18-34 | WOMEN 18-49 | 25-54 | 55-64 | 55+ | TEENS (12-17) TOTAL FEM. | CHILDREN (2-11) TOTAL 6-11 | | | | | | | | | |
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CHIPS-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | | | | | | | | | | | | A | 19.4 | 32 | 1445 | 2280 | 826 | 247 | 889 | 264 | 435 | 437 | 137 | 356 | 738 | 269 | 433 | 378 | 101 | 228 | 188 | 101 | 465 | 326 |
| 8.30 - 9.00 | | | | | | | | | | | | | | | A | 20.7 | 34 | 1542 | 2243 | 795 | 232 | 873 | 254 | 427 | 419 | 135 | 357 | 736 | 290 | 449 | 363 | 106 | 220 | 179 | 92 | 455 | 318 |
| DALLAS | | | | | | | | | | | | | | | A | 19.9 | 35 | 1483 | 1573 | 724 | 333 | 828 | 282 | 420 | 415 | 123 | 310 | 563 | 165 | 294 | 278 | 85 | 214 | 74 | 30 | 108 | 72 |
| 2 FRI. 10.00P 60 CBS GD | | | | | | | | | | | | | | | B | 19.9 | 35 | 1483 | 1573 | 724 | 333 | 828 | 282 | 420 | 415 | 123 | 310 | 563 | 165 | 294 | 278 | 85 | 214 | 74 | 30 | 108 | 72 |
| 10.00 - 10.30 | | | | | | | | | | | | | | | A | 19.8 | 34 | 1475 | 1579 | 708 | 320 | 814 | 279 | 417 | 405 | 127 | 307 | 570 | 165 | 304 | 287 | 90 | 209 | 79 | 34 | 116 | 75 |
| 10.30 - 11.00 | | | | | | | | | | | | | | | A | 20.0 | 35 | 1490 | 1560 | 736 | 344 | 836 | 282 | 421 | 421 | 117 | 312 | 555 | 164 | 284 | 267 | 83 | 220 | 71 | 27 | 98 | 67 |
| DAVID CASSIDY-UNDERCOVER | | | | | | | | | | | | | | | A | 11.5 | 19 | 857 | 1817 | 660 | 240 | 763 | 362 | 509 | 400 | 101 | 163 | 644 | 273 | 422 | 338 | 112 | 187 | 260 | 64 | 150 | 134 |
| 1 THU. 10.00P 60 NBC OP | | | | | | | | | | | | | | | B | 12.2 | 21 | 909 | 1764 | 670 | 257 | 749 | 305 | 495 | 427 | 92 | 187 | 697 | 299 | 475 | 404 | 90 | 157 | 186 | 75 | 132 | 93 |
| 10.00 - 10.30 | | | | | | | | | | | | | | | A | 11.9 | 20 | 887 | 1857 | 674 | 258 | 790 | 388 | 537 | 399 | 115 | 173 | 648 | 277 | 433 | 351 | 113 | 183 | 252 | 54 | 167 | 135 |
| 10.30 - 11.00 | | | | | | | | | | | | | | | A | 11.2 | 19 | 834 | 1746 | 637 | 218 | 726 | 330 | 473 | 396 | 88 | 152 | 627 | 263 | 403 | 321 | 110 | 186 | 263 | 74 | 130 | 130 |
| DEAN MARTIN CELEB. ROAST(S) | | | | | | | | | | | | | | | A | 19.5 | 33 | 1453 | 1699 | 727 | 197 | 826 | 189 | 377 | 406 | 148 | 362 | 710 | 170 | 331 | 339 | 179 | 306 | 92 | 24 | 71 | 25 |
| 1 FRI. 10.00P 60 NBC CV | | | | | | | | | | | | | | | A | 19.5 | 32 | 1453 | 1723 | 735 | 207 | 828 | 192 | 379 | 405 | 147 | 367 | 714 | 174 | 333 | 336 | 188 | 314 | 99 | 32 | 82 | 27 |
| 10.00 - 10.30 | | | | | | | | | | | | | | | A | 19.5 | 33 | 1453 | 1666 | 715 | 185 | 816 | 182 | 372 | 405 | 148 | 354 | 707 | 167 | 330 | 344 | 168 | 295 | 84 | 17 | 59 | 24 |
| 10.30 - 11.00 | | | | | | | | | | | | | | | A | 28.4 | 41 | 2116 | 2266 | 762 | 355 | 831 | 494 | 659 | 479 | 40 | 92 | 691 | 381 | 528 | 446 | 59 | 93 | 325 | 157 | 419 | 305 |
| DELTA HOUSE(S) | | | | | | | | | | | | | | | A | 18.7 | 31 | 1393 | 2533 | 772 | 316 | 828 | 382 | 577 | 445 | 84 | 193 | 825 | 420 | 597 | 471 | 101 | 169 | 333 | 130 | 547 | 390 |
| 1 THU. 8.30P 30 ABC CS | | | | | | | | | | | | | | | B | 18.7 | 31 | 1393 | 2533 | 772 | 316 | 828 | 382 | 577 | 445 | 84 | 193 | 825 | 420 | 597 | 471 | 101 | 169 | 333 | 130 | 547 | 390 |
| DELTA HOUSE | | | | | | | | | | | | | | | A | 18.7 | 31 | 1393 | 2533 | 772 | 316 | 828 | 382 | 577 | 445 | 84 | 193 | 825 | 420 | 597 | 471 | 101 | 169 | 333 | 130 | 547 | 390 |
| 2 SAT. 8.00P 30 ABC CS | | | | | | | | | | | | | | | B | 18.7 | 31 | 1393 | 2533 | 772 | 316 | 828 | 382 | 577 | 445 | 84 | 193 | 825 | 420 | 597 | 471 | 101 | 169 | 333 | 130 | 547 | 390 |
| | | | | | | | | | | | | | | | A | 21.1 | 34 | 1572 | 2144 | 821 | 256 | 887 | 287 | 495 | 465 | 148 | 317 | 647 | 225 | 373 | 333 | 88 | 216 | 220 | 106 | 390 | 308 |
| DIFF'RENT STROKES | | | | | | | | | | | | | | | B | 18.4 | 31 | 1371 | 2032 | 772 | 279 | 867 | 274 | 473 | 430 | 151 | 321 | 630 | 222 | 360 | 309 | 107 | 221 | 186 | 84 | 349 | 266 |
| FRI. 8.00P 30 NBC CS | | | | | | | | | | | | | | | A | 16.0 | 25 | 1192 | 2318 | 843 | 265 | 925 | 353 | 529 | 438 | 134 | 308 | 679 | 218 | 408 | 306 | 139 | 220 | 218 | 151 | 496 | 305 |
| DONNY AND MARIE | | | | | | | | | | | | | | | B | 16.6 | 29 | 1237 | 2018 | 769 | 254 | 856 | 313 | 485 | 415 | 119 | 299 | 573 | 211 | 328 | 283 | 97 | 200 | 160 | 101 | 429 | 280 |
| 1 FRI. 8.00P 60 ABC GV | | | | | | | | | | | | | | | A | 14.6 | 23 | 1088 | 2317 | 843 | 247 | 929 | 334 | 522 | 434 | 139 | 319 | 686 | 229 | 417 | 310 | 139 | 218 | 237 | 174 | 465 | 298 |
| 8.00 - 8.30 | | | | | | | | | | | | | | | A | 17.4 | 28 | 1296 | 2310 | 839 | 279 | 917 | 369 | 531 | 439 | 130 | 296 | 669 | 205 | 397 | 298 | 141 | 221 | 202 | 130 | 522 | 309 |
| 8.30 - 9.00 | | | | | | | | | | | | | | | A | 20.0 | 33 | 1490 | 1879 | 690 | 260 | 753 | 264 | 409 | 356 | 103 | 272 | 658 | 198 | 365 | 325 | 109 | 237 | 183 | 125 | 285 | 219 |
| DUKES OF HAZZARD | | | | | | | | | | | | | | | B | 20.0 | 33 | 1490 | 1879 | 690 | 260 | 753 | 264 | 409 | 356 | 103 | 272 | 658 | 198 | 365 | 325 | 109 | 237 | 183 | 125 | 285 | 219 |
| 2 FRI. 9.00P 60 CBS GD | | | | | | | | | | | | | | | A | 19.5 | 32 | 1453 | 1902 | 703 | 261 | 763 | 282 | 426 | 360 | 97 | 268 | 633 | 200 | 335 | 305 | 112 | 239 | 202 | 139 | 304 | 228 |
| 9.00 - 9.30 | | | | | | | | | | | | | | | A | 20.6 | 35 | 1535 | 1841 | 671 | 256 | 735 | 245 | 388 | 350 | 107 | 271 | 672 | 195 | 390 | 342 | 105 | 229 | 166 | 111 | 268 | 211 |
| 9.30 - 10.00 | | | | | | | | | | | | | | | A | 29.2 | 43 | 2175 | 2180 | 791 | 318 | 898 | 362 | 578 | 476 | 113 | 252 | 604 | 249 | 382 | 334 | 100 | 163 | 286 | 179 | 392 | 296 |
| EIGHT IS ENOUGH | | | | | | | | | | | | | | | B | 23.6 | 37 | 1758 | 2103 | 768 | 291 | 866 | 351 | 547 | 446 | 105 | 252 | 551 | 225 | 334 | 281 | 89 | 165 | 279 | 169 | 407 | 307 |
| 1 WED. 8.00P 120 ABC CS | | | | | | | | | | | | | | | A | 26.4 | 39 | 1967 | 2172 | 780 | 309 | 880 | 337 | 550 | 458 | 116 | 261 | 582 | 221 | 356 | 319 | 96 | 172 | 272 | 163 | 438 | 341 |
| 2 WED. 8.00P 60 | | | | | | | | | | | | | | | A | 29.1 | 42 | 2168 | 2167 | 780 | 315 | 884 | 358 | 566 | 459 | 115 | 256 | 570 | 238 | 366 | 312 | 84 | 156 | 297 | 176 | 426 | 322 |
| 8.00 - 8.30 | | | | | | | | | | | | | | | A | 19.2 | 32 | 1430 | 2237 | 811 | 331 | 929 | 392 | 618 | 501 | 114 | 242 | 649 | 285 | 417 | 364 | 112 | 159 | 288 | 197 | 371 | 277 |
| 8.30 - 9.00 | | | | | | | | | | | | | | | A | 32.1 | 46 | 2391 | 2164 | 814 | 321 | 922 | 379 | 602 | 507 | 110 | 246 | 669 | 286 | 426 | 360 | 132 | 173 | 301 | 197 | 272 | 196 |
| 9.00 - 9.30 | | | | | | | | | | | | | | | A | 19.1 | 32 | 1423 | 1838 | 842 | 319 | 954 | 448 | 713 | 584 | 81 | 175 | 417 | 180 | 296 | 237 | 59 | 88 | 289 | 212 | 178 | 132 |
| 9.30 - 10.00 | | | | | | | | | | | | | | | B | 18.6 | 32 | 1386 | 1834 | 841 | 322 | 945 | 471 | 702 | 548 | 86 | 184 | 506 | 267 | 377 | 298 | 55 | 97 | 237 | 160 | 146 | 108 |
| FAMILY | | | | | | | | | | | | | | | A | 19.2 | 32 | 1430 | 1834 | 833 | 324 | 940 | 443 | 713 | 589 | 75 | 157 | 419 | 182 | 303 | 234 | 59 | 87 | 287 | 210 | 188 | 139 |
| THU. 10.00P 60 ABC GD | | | | | | | | | | | | | | | A | 19.1 | 33 | 1423 | 1823 | 843 | 312 | 959 | 449 | 707 | 576 | 86 | 188 | 412 | 178 | 289 | 237 | 60 | 90 | 287 | 210 | 165 | 125 |
| 10.00 - 10.30 | | | | | | | | | | | | | | | A | 23.5 | 40 | 1751 | 2042 | 850 | 326 | 923 | 372 | 574 | 464 | 106 | 259 | 637 | 271 | 386 | 302 | 96 | 184 | 205 | 127 | 277 | 206 |
| 10.30 - 11.00 | | | | | | | | | | | | | | | B | 21.7 | 39 | 1617 | 1946 | 746 | 283 | 822 | 322 | 536 | 471 | 98 | 209 | 638 | 263 | 416 | 360 | 79 | 161 | 210 | 111 | 276 | 214 |
| FANTASY ISLAND | | | | | | | | | | | | | | | A | 23.1 | 39 | 1721 | 2124 | 897 | 357 | 960 | 382 | 590 | 482 | 113 | 277 | 656 | 280 | 393 | 316 | 100 | 185 | 211 | 139 | 297 | 218 |
| 2 SAT. 9.30P 60 ABC A | | | | | | | | | | | | | | | A | 23.8 | 41 | 1773 | 1968 | 807 | 298 | 889 | 362 | 560 | 449 | 98 | 242 | 622 | 266 | 384 | 288 | 94 | 185 | 198 | 117 | 259 | 196 |
| 9.30 - 10.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1979 REPORT

| PROGRAM NAME | | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE | K E Y | HOUSEHOLD AUDIENCES | | AUDIENCE COMPOSITION | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------------|-----|-----------------------|--|-------------|------------------------|------|---|-------------------|--------------------|-------------------------|--------------------------|---------------------------------|-----------|-----------|-----------|-----------|------------|-----------|-----------|-----------|-----------|------------|--------------------------------|-----------------------------|-----|-----|-----|-----|-----|-----|
| | | | | | | | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | | | | | | | | | | | | | | | | | | |
| WK # | DAY | START TIME | DUR | NET | TYPE | WK 1 | WK 2 | AVG. AUD. % | AVG. SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY WORK- ING HOUSE WOM. | 18- 34 | 18- 49 | 25- 54 | 55- 64 | 55+ 65+ | 18- 34 | 18- 49 | 25- 54 | 55- 64 | 55+ 65+ | TEENS (12-17) TOTAL FEM. | CHILDREN (2-11) TOTAL | | | | | | |
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FANTASY ISLAND SPECIAL(S) | | | | | | 188 | | A | 21.3 | 31 | 1587 | 2220 | 722 | 320 | 801 | 339 | 577 | 507 | 80 | 146 | 661 | 350 | 495 | 362 | 73 | 106 | 290 | 114 | 468 | 324 |
| 2 MON. 8.00P 60 ABC A | | | | | | 97 | | A | 20.6 | 30 | 1535 | 2222 | 724 | 317 | 796 | 331 | 567 | 498 | 76 | 147 | 669 | 349 | 498 | 368 | 72 | 107 | 273 | 109 | 484 | 337 |
| 8.00 - 8.30 | | | | | | | | A | 21.9 | 31 | 1632 | 2221 | 724 | 324 | 809 | 345 | 587 | 517 | 80 | 149 | 655 | 349 | 491 | 358 | 71 | 106 | 304 | 120 | 453 | 313 |
| 8.30 - 9.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FLYING HIGH(S) | | | | | | 186 | | A | 11.6 | 19 | 864 | 1566 | 660 | 311 | 692 | 186 | 346 | 306 | 156 | 302 | 606 | 183 | 334 | 326 | 144 | 239 | 190 | 101 | 78 | 40 |
| 2 TUE. 10.00P 60 CBS CS | | | | | | 98 | | A | 9.5 | 15 | 708 | 1588 | 724 | 300 | 759 | 163 | 348 | 313 | 173 | 375 | 576 | 146 | 284 | 283 | 151 | 268 | 161 | 88 | 92 | 50 |
| 10.00 - 10.30 | | | | | | | | A | 13.7 | 23 | 1021 | 1539 | 611 | 316 | 640 | 200 | 342 | 296 | 146 | 250 | 624 | 210 | 367 | 352 | 137 | 219 | 208 | 108 | 67 | 35 |
| 10.30 - 11.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| GEORGE BURNS' 100TH-PARTY(S) | | | | | | 183 | | A | 19.6 | 28 | 1460 | 1808 | 805 | 208 | 872 | 237 | 403 | 378 | 192 | 389 | 642 | 192 | 288 | 315 | 96 | 282 | 157 | 60 | 137 | 92 |
| 2 MON. 8.00P 60 CBS GV | | | | | | 99 | | A | 19.5 | 29 | 1453 | 1807 | 791 | 187 | 858 | 226 | 381 | 360 | 195 | 395 | 627 | 182 | 275 | 300 | 97 | 280 | 169 | 60 | 153 | 90 |
| 8.00 - 8.30 | | | | | | | | A | 19.8 | 28 | 1475 | 1791 | 809 | 227 | 874 | 242 | 421 | 393 | 186 | 377 | 650 | 199 | 297 | 326 | 93 | 281 | 149 | 61 | 118 | 93 |
| 8.30 - 9.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| GRANDPA GOES-WASHINGTON | | | | | | 9 | 200 | A | 13.1 | 19 | 976 | 1928 | 787 | 188 | 831 | 141 | 303 | 301 | 198 | 456 | 804 | 222 | 361 | 378 | 152 | 331 | 108 | 27 | 185 | 133 |
| 1 TUE. 8.00P 60 NBC GD | | | | | | 98 | | B | 13.9 | 22 | 1036 | 1766 | 797 | 202 | 865 | 164 | 307 | 320 | 193 | 475 | 636 | 133 | 240 | 251 | 152 | 320 | 82 | 36 | 183 | 125 |
| 8.00 - 8.30 | | | | | | | | A | 12.5 | 19 | 931 | 1849 | 777 | 188 | 822 | 135 | 284 | 290 | 185 | 460 | 758 | 200 | 318 | 360 | 141 | 316 | 101 | 23 | 168 | 123 |
| 8.30 - 9.00 | | | | | | | | A | 13.7 | 20 | 1021 | 1992 | 796 | 188 | 839 | 146 | 319 | 311 | 209 | 454 | 840 | 235 | 394 | 393 | 163 | 344 | 114 | 30 | 199 | 139 |
| HAPPY DAYS | | | | | | 17 | 212 | A | 32.8 | 49 | 2444 | 2274 | 760 | 291 | 839 | 396 | 598 | 487 | 82 | 175 | 576 | 294 | 421 | 352 | 66 | 114 | 264 | 146 | 595 | 393 |
| TUE. 8.00P 30 ABC CS | | | | | | 99 | 99 | B | 28.7 | 45 | 2138 | 2217 | 730 | 300 | 818 | 399 | 594 | 468 | 82 | 168 | 564 | 286 | 408 | 341 | 62 | 107 | 295 | 149 | 540 | 368 |
| HAWAII FIVE-O | | | | | | 14 | 177 | A | 18.6 | 28 | 1386 | 1745 | 782 | 285 | 850 | 180 | 345 | 341 | 174 | 424 | 646 | 169 | 279 | 281 | 120 | 290 | 105 | 46 | 144 | 94 |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| THU. 9.00P 60 CBS OP | | | | | | 96 | 96 | B | 17.9 | 28 | 1334 | 1778 | 778 | 258 | 852 | 223 | 393 | 374 | 147 | 375 | 651 | 171 | 299 | 297 | 119 | 281 | 119 | 50 | 156 | 103 |
| 9.00 - 9.30 | | | | | | | | A | 18.7 | 28 | 1393 | 1740 | 784 | 285 | 853 | 177 | 345 | 345 | 179 | 428 | 639 | 172 | 273 | 275 | 116 | 289 | 101 | 44 | 147 | 95 |
| 9.30 - 10.00 | | | | | | | | A | 18.6 | 28 | 1386 | 1737 | 779 | 281 | 844 | 180 | 347 | 331 | 171 | 421 | 652 | 169 | 285 | 285 | 122 | 289 | 103 | 46 | 138 | 92 |
| HELLO, LARRY | | | | | | 1 | 188 | A | 14.9 | 25 | 1110 | 1858 | 836 | 228 | 948 | 259 | 459 | 485 | 212 | 374 | 575 | 186 | 294 | 226 | 84 | 235 | 126 | 82 | 209 | 146 |
| 2 FRI. 9.30P 30 NBC CS | | | | | | 97 | | B | 14.9 | 25 | 1110 | 1858 | 836 | 228 | 948 | 259 | 459 | 485 | 212 | 374 | 575 | 186 | 294 | 226 | 84 | 235 | 126 | 82 | 209 | 146 |
| HOW THE WEST WAS WON | | | | | | 2 | 187 | A | 20.5 | 31 | 1527 | 1971 | 747 | 311 | 854 | 343 | 564 | 493 | 104 | 217 | 759 | 318 | 489 | 388 | 107 | 211 | 181 | 79 | 177 | 135 |
| MON. 9.00P 120 ABC EW | | | | | | 98 | 99 | B | 20.5 | 31 | 1527 | 1971 | 747 | 311 | 854 | 343 | 564 | 493 | 104 | 217 | 759 | 318 | 489 | 388 | 107 | 211 | 181 | 79 | 177 | 135 |
| 9.00 - 9.30 | | | | | | | | A | 18.3 | 26 | 1363 | 2030 | 724 | 305 | 824 | 328 | 544 | 473 | 89 | 211 | 723 | 313 | 471 | 379 | 92 | 189 | 191 | 78 | 292 | 186 |
| 9.30 - 10.00 | | | | | | | | A | 21.3 | 31 | 1587 | 1960 | 739 | 309 | 849 | 335 | 551 | 470 | 108 | 230 | 737 | 296 | 462 | 368 | 112 | 222 | 175 | 79 | 199 | 152 |
| 10.00 - 10.30 | | | | | | | | A | 21.7 | 34 | 1617 | 1946 | 758 | 304 | 858 | 343 | 570 | 504 | 109 | 216 | 780 | 321 | 504 | 399 | 111 | 218 | 186 | 80 | 122 | 112 |
| 10.30 - 11.00 | | | | | | | | A | 20.7 | 34 | 1542 | 1944 | 756 | 316 | 871 | 358 | 581 | 517 | 105 | 208 | 784 | 338 | 510 | 407 | 109 | 210 | 181 | 82 | 108 | 101 |
| INCREDIBLE HULK | | | | | | 2 | 165 | A | 15.4 | 23 | 1147 | 2443 | 799 | 343 | 897 | 386 | 567 | 430 | 142 | 250 | 713 | 317 | 457 | 354 | 78 | 176 | 269 | 86 | 564 | 329 |
| WED. 8.00P 60 CBS SF | | | | | | 89 | 95 | B | 15.4 | 23 | 1147 | 2443 | 799 | 343 | 897 | 386 | 567 | 430 | 142 | 250 | 713 | 317 | 457 | 354 | 78 | 176 | 269 | 86 | 564 | 329 |
| 8.00 - 8.30 | | | | | | | | A | 14.9 | 22 | 1110 | 2457 | 807 | 344 | 906 | 385 | 567 | 437 | 135 | 258 | 715 | 312 | 452 | 371 | 78 | 179 | 254 | 77 | 582 | 339 |
| 8.30 - 9.00 | | | | | | | | A | 15.8 | 23 | 1177 | 2431 | 796 | 345 | 892 | 386 | 566 | 418 | 148 | 248 | 713 | 324 | 462 | 340 | 78 | 173 | 280 | 93 | 546 | 325 |
| JEFFERSONS | | | | | | 1 | 181 | A | 18.0 | 27 | 1341 | 1668 | 779 | 333 | 841 | 252 | 471 | 403 | 139 | 284 | 524 | 165 | 292 | 247 | 96 | 180 | 182 | 67 | 121 | 71 |
| 2 WED. 9.30P 30 CBS CS | | | | | | 98 | | B | 18.0 | 27 | 1341 | 1668 | 779 | 333 | 841 | 252 | 471 | 403 | 139 | 284 | 524 | 165 | 292 | 247 | 96 | 180 | 182 | 67 | 121 | 71 |
| JOE & VALERIE | | | | | | 3 | 178 | A | 14.4 | 23 | 1073 | 2014 | 809 | 234 | 864 | 244 | 467 | 453 | 129 | 348 | 638 | 207 | 346 | 305 | 78 | 245 | 186 | 99 | 326 | 241 |
| 1 FRI. 8.30P 30 NBC CS | | | | | | 92 | | B | 16.1 | 25 | 1199 | 1984 | 780 | 241 | 877 | 272 | 482 | 466 | 135 | 324 | 627 | 216 | 361 | 335 | 103 | 224 | 161 | 72 | 319 | 244 |
| KAZ | | | | | | 2 | 184 | A | 16.1 | 27 | 1199 | 1667 | 751 | 292 | 812 | 253 | 450 | 420 | 136 | 265 | 660 | 196 | 333 | 313 | 149 | 259 | 134 | 34 | 61 | 28 |
| WED. 10.00P 60 CBS GD | | | | | | 97 | 99 | B | 16.1 | 27 | 1199 | 1667 | 751 | 292 | 812 | 253 | 450 | 420 | 136 | 265 | 660 | 196 | 333 | 313 | 149 | 259 | 134 | 34 | 61 | 28 |
| 10.00 - 10.30 | | | | | | | | A | 16.0 | 26 | 1192 | 1678 | 757 | 305 | 818 | 261 | 464 | 420 | 131 | 262 | 646 | 202 | 327 | 299 | 146 | 251 | 137 | 42 | 77 | 38 |
| 10.30 - 11.00 | | | | | | | | A | 16.2 | 29 | 1207 | 1649 | 745 | 279 | 807 | 246 | 437 | 420 | 142 | 271 | 671 | 191 | 340 | 328 | 152 | 262 | 125 | 25 | 46 | 18 |
| LAVERNE AND SHIRLEY | | | | | | 17 | 211 | A | 33.9 | 50 | 2526 | 2249 | 777 | 309 | 859 | 391 | 600 | 483 | 90 | 19 | | | | | | | | | | |

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1979 REPORT

[illegible]

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1979 REPORT

| PROGRAM NAME | | | | | | | | | | I/C THIS SEASON | | NO. OF STATIONS & PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | AUDIENCE COMPOSITION | | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------------|-------|-------|-------|-----|-------|-------|-------|-------|-----|-----------------|-----|------------------------------------|--------|---------------------|--------|---|------|------------|-----|-----|------|------|------|-----|-------------|---------|--------------|--------------------|--------------------------|-------|-------|-----|-----|-----|-----|-----|--|--|--|--|
| | | | | | | | | | | | | | | | | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | WK # | DAY | START TIME | DUR | NET | TYPE | WK 1 | WK 2 | KEY | AVG. AUD. % | SHARE % | AUD. (0,000) | TOTAL PERSONS (2+) | LADY WORK-ING HOUSE WOM. | TOTAL | WOMEN | | | | | MEN | | | | |
| 18-34 | 18-49 | 25-54 | 55-64 | 55+ | 18-34 | 18-49 | 25-54 | 55-64 | 55+ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC NEWS UPDATE-SAT. | | | | | | | | | | 16 | 181 | 193 | A 17.0 | 28 | 1267 | 2302 | 809 | 236 | 904 | 244 | 421 | 447 | 135 | 372 | 734 | 302 | 437 | 336 | 96 | 218 | 190 | 102 | 474 | 338 | | | | | | |
| SAT. | | | | | | | | | | 8.58P | 1 | NBC N | 88 | 93 | B 16.8 | 29 | 1252 | 2165 | 746 | 251 | 840 | 282 | 468 | 423 | 132 | 296 | 680 | 258 | 410 | 364 | 102 | 199 | 208 | 100 | 437 | 307 | | | | |
| NBC NEWS UPDATE-SUN. | | | | | | | | | | 14 | 193 | 194 | A 17.0 | 25 | 1267 | 1882 | 780 | 221 | 817 | 239 | 473 | 429 | 157 | 292 | 801 | 233 | 410 | 356 | 192 | 331 | 123 | 68 | 141 | 103 | | | | | | |
| 1 SUN. | | | | | | | | | | 9.42P | 1 | NBC N | 93 | 94 | B 18.3 | 27 | 1363 | 2058 | 777 | 248 | 839 | 265 | 469 | 441 | 138 | 302 | 780 | 273 | 463 | 420 | 125 | 247 | 164 | 79 | 275 | 183 | | | | |
| 2 SUN. | | | | | | | | | | 9.00P | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC NIGHTLY NEWS-SAT. | | | | | | | | | | 14 | 144 | 149 | A 9.6 | 17 | 715 | 1614 | 727 | 180 | 777 | 159 | 276 | 307 | 184 | 436 | 607 | 176 | 271 | 228 | 92 | 282 | 35 | LT | 195 | 111 | | | | | | |
| SAT. | | | | | | | | | | 6.30P | 30 | NBC N | 82 | 81 | B 8.4 | 16 | 626 | 1669 | 765 | 183 | 825 | 197 | 349 | 328 | 159 | 413 | 644 | 158 | 272 | 259 | 113 | 310 | 67 | 27 | 133 | 76 | | | | |
| NBC NIGHTLY NEWS-SUN. | | | | | | | | | | 7 | 152 | | A 11.1 | 20 | 827 | 1740 | 750 | 231 | 823 | 234 | 361 | 373 | 96 | 344 | 662 | 159 | 286 | 330 | 134 | 281 | 108 | 68 | 147 | 60 | | | | | | |
| 2 SUN. | | | | | | | | | | 6.30P | 30 | NBC N | 82 | | B 8.0 | 14 | 596 | 1663 | 711 | 165 | 754 | 185 | 288 | 289 | 138 | 383 | 689 | 166 | 293 | 336 | 121 | 316 | 58 | 25 | 162 | 69 | | | | |
| NBC NIGHTLY NEWS | | | | | | | | | | 79 | 206 | 204 | A 14.1 | 24 | 1050 | 1680 | 737 | 228 | 823 | 197 | 344 | 322 | 194 | 400 | 649 | 172 | 298 | 272 | 131 | 299 | 91 | 34 | 117 | 77 | | | | | | |
| M-F | | | | | | | | | | 6.30P | 30 | NBC N | 99 | 99 | B 13.2 | 24 | 983 | 1651 | 734 | 217 | 800 | 186 | 336 | 329 | 178 | 389 | 662 | 170 | 294 | 266 | 130 | 310 | 69 | 29 | 120 | 84 | | | | |
| NBC SATURDAY NIGHT MOVIES(S) | | | | | | | | | | 201 | | | A 13.8 | 24 | 1028 | 2009 | 739 | 277 | 848 | 376 | 548 | 426 | 112 | 239 | 713 | 348 | 500 | 375 | 83 | 181 | 169 | 107 | 279 | 220 | | | | | | |
| 2 SAT. | | | | | | | | | | 9.00P | 120 | NBC FF | 98 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | | | | | | | | | | A 14.0 | 23 | 1043 | 1945 | 672 | 267 | 802 | 354 | 485 | 369 | 102 | 242 | 704 | 344 | 486 | 371 | 72 | 185 | 136 | 78 | 303 | 245 | | | | | | |
| 9.30 - 10.00 | | | | | | | | | | | | | A 13.1 | 22 | 976 | 2077 | 727 | 302 | 856 | 397 | 557 | 425 | 115 | 239 | 729 | 376 | 532 | 390 | 75 | 175 | 154 | 106 | 338 | 257 | | | | | | |
| 10.00 - 10.30 | | | | | | | | | | | | | A 12.8 | 22 | 954 | 1963 | 759 | 270 | 846 | 360 | 560 | 459 | 122 | 231 | 695 | 324 | 471 | 363 | 94 | 186 | 173 | 110 | 249 | 192 | | | | | | |
| 10.30 - 11.00 | | | | | | | | | | | | | A 15.6 | 29 | 1162 | 1996 | 775 | 266 | 861 | 379 | 575 | 437 | 108 | 234 | 707 | 334 | 501 | 373 | 90 | 176 | 203 | 126 | 225 | 189 | | | | | | |
| NEWSBREAK-M-F | | | | | | | | | | 89 | 169 | 165 | A 15.5 | 23 | 1155 | 1906 | 786 | 267 | 846 | 255 | 432 | 387 | 156 | 345 | 652 | 204 | 334 | 312 | 118 | 246 | 134 | 60 | 274 | 175 | | | | | | |
| 1 M-F | | | | | | | | | | 8.58P | 1 | CBS N | 90 | 90 | B 15.8 | 24 | 1177 | 1943 | 750 | 275 | 828 | 288 | 461 | 404 | 132 | 297 | 603 | 216 | 338 | 317 | 99 | 210 | 167 | 74 | 345 | 211 | | | | |
| 1 TUE. | | | | | | | | | | 8.57P | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 FRI. | | | | | | | | | | 8.55P | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M-F | | | | | | | | | | 8.58P | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NEWSBREAK-SAT. | | | | | | | | | | 18 | 161 | 165 | A 14.1 | 23 | 1050 | 1994 | 750 | 298 | 818 | 270 | 451 | 415 | 141 | 285 | 649 | 204 | 310 | 331 | 158 | 268 | 179 | 44 | 348 | 263 | | | | | | |
| 1 SAT. | | | | | | | | | | 8.57P | 2 | CBS N | 91 | 94 | B 13.0 | 22 | 969 | 1960 | 769 | 274 | 842 | 268 | 454 | 410 | 131 | 309 | 617 | 201 | 348 | 331 | 104 | 214 | 186 | 93 | 315 | 211 | | | | |
| 2 SAT. | | | | | | | | | | 8.58P | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NEWSBREAK-SUN. | | | | | | | | | | 17 | 168 | 169 | A 24.8 | 35 | 1848 | 2060 | 825 | 351 | 954 | 324 | 517 | 428 | 136 | 336 | 672 | 184 | 363 | 354 | 117 | 245 | 177 | 99 | 257 | 168 | | | | | | |
| SUN. | | | | | | | | | | 8.58P | 1 | CBS N | 95 | 91 | B 21.7 | 32 | 1617 | 1916 | 777 | 321 | 883 | 266 | 458 | 433 | 138 | 328 | 654 | 194 | 343 | 345 | 119 | 238 | 171 | 89 | 208 | 145 | | | | |
| ONE DAY AT A TIME | | | | | | | | | | 2 | 188 | 190 | A 16.4 | 24 | 1222 | 1827 | 783 | 275 | 840 | 276 | 460 | 380 | 163 | 305 | 594 | 227 | 348 | 274 | 92 | 181 | 196 | 79 | 197 | 109 | | | | | | |
| 1 WED. | | | | | | | | | | 9.00P | 60 | CBS CS | 97 | 98 | B 16.4 | 24 | 1222 | 1827 | 783 | 275 | 840 | 276 | 460 | 380 | 163 | 305 | 594 | 227 | 348 | 274 | 92 | 181 | 196 | 79 | 197 | 109 | | | | |
| 2 WED. | | | | | | | | | | 9.00P | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | | | | | | | | | | A 17.2 | 25 | 1281 | 1805 | 785 | 302 | 843 | 272 | 464 | 383 | 157 | 300 | 563 | 211 | 327 | 254 | 85 | 177 | 197 | 82 | 202 | 113 | | | | | | |
| 9.30 - 10.00 | | | | | | | | | | | | | A 14.9 | 22 | 1110 | 1868 | 778 | 209 | 829 | 280 | 447 | 374 | 170 | 313 | 663 | 262 | 391 | 316 | 105 | 192 | 195 | 77 | 181 | 100 | | | | | | |
| OSMOND FAMILY SHOW | | | | | | | | | | 1 | 179 | | A 16.3 | 25 | 1214 | 2136 | 739 | 347 | 792 | 273 | 476 | 412 | 141 | 263 | 630 | 246 | 400 | 320 | 105 | 192 | 227 | 99 | 487 | 339 | | | | | | |
| 2 SUN. | | | | | | | | | | 7.00P | 60 | ABC GV | 97 | | B 16.3 | 25 | 1214 | 2136 | 739 | 347 | 792 | 273 | 476 | 412 | 141 | 263 | 630 | 246 | 400 | 320 | 105 | 192 | 227 | 99 | 487 | 339 | | | | |
| 7.00 - 7.30 | | | | | | | | | | | | | A 15.3 | 24 | 1140 | 2104 | 742 | 350 | 783 | 268 | 455 | 387 | 139 | 271 | 620 | 237 | 380 | 308 | 109 | 197 | 232 | 99 | 469 | 321 | | | | | | |
| 7.30 - 8.00 | | | | | | | | | | | | | A 17.2 | 26 | 1281 | 2165 | 741 | 346 | 803 | 279 | 498 | 435 | 145 | 258 | 639 | 254 | 416 | 336 | 102 | 186 | 219 | 96 | 504 | 355 | | | | | | |
| PAPER CHASE (8) | | | | | | | | | | 179 | | | A 12.9 | 22 | 961 | 1926 | 675 | 285 | 794 | 333 | 536 | 450 | 93 | 199 | 753 | 287 | 489 | 422 | 93 | 183 | 100 | 60 | 279 | 233 | | | | | | |
| 1 FRI. | | | | | | | | | | 10.00P | 60 | CBS GD | 96 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | | | | | | | | | | A 13.3 | 22 | 991 | 1981 | 688 | 297 | 794 | 333 | 541 | 459 | 95 | 194 | 753 | 295 | 493 | 415 | 97 | 186 | 98 | 56 | 336 | 273 | | | | | | |
| 10.30 - 11.00 | | | | | | | | | | | | | A 12.5 | 21 | 931 | 1857 | 657 | 270 | 788 | 329 | 526 | 440 | 89 | 199 | 746 | 278 | 481 | 425 | 89 | 178 | 106 | 65 | 217 | 189 | | | | | | |
| PHENOMENON OF BENJI(S) | | | | | | | | | | 183 | | | A 12.0 | 17 | 894 | 2397 | 739 | 201 | 820 | 333 | 522 | 420 | 103 | 240 | 565 | 232 | 362 | 278 | 82 | 158 | 233 | 111 | 779 | 503 | | | | | | |
| 1 SUN. | | | | | | | | | | 7.30P | 30 | ABC DO | 98 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| QUINCY, M.E. | | | | | | | | | | 15 | 212 | 204 | A 18.7 | 28 | 1393 | 1910 | 773 | 293 | 879 | 360 | 596 | 497 | 112 | 227 | 598 | 218 | 380 | 386 | 87 | 156 | 185 | 65 | 248 | 177 | | | | | | |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1979 REPORT

| PROGRAM NAME | | | | | | | | | | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | AUDIENCE COMPOSITION | | | | | | | | | | | | | | | |
|------------------------------|--------|---------------|-----|-----|------|------|------|---|------|-----------------------|--|------|------------------------|-------|---|-----------|-------------------------|-----------|----------------------|-------|-----------------------|-----------|------------------------------|-----------|-------|------------|------------|-----|-----|-----|
| | | | | | | | | | | | | | | | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | K E Y | | AVG. AUD. SHARE % | | AVG. AUD. (0,000) | | TOTAL PERSONS (2+) | | LADY WORK- ING HOUSE WOM. | | WOMEN | | | | | MEN |
| WK # | DAY | START TIME | DUR | NET | TYPE | WK 1 | WK 2 | | | | | | | TOTAL | 18- 34 | 18- 49 | 25- 54 | 55- 64 | 55+ | TOTAL | 18- 34 | 18- 49 | 25- 54 | 55- 64 | 55+ | TOTAL FEM. | TOTAL 6-11 | | | |
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| QUINCY, M.E.-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | THU. | 9.00P | 60 | NBC | OP | 99 | 98 | B | 18.5 | 29 | 1378 | 1806 | 758 | 279 | 845 | 311 | 544 | 487 | 120 | 242 | 627 | 217 | 381 | 372 | 108 | 177 | 167 | 69 | 167 | 133 |
| | | 9.00 - 9.30 | | | | | | A | 17.8 | 26 | 1326 | 1936 | 769 | 299 | 875 | 349 | 591 | 496 | 116 | 230 | 593 | 217 | 374 | 389 | 83 | 157 | 194 | 72 | 274 | 193 |
| | | 9.30 - 10.00 | | | | | | A | 19.5 | 29 | 1453 | 1891 | 778 | 289 | 885 | 371 | 603 | 495 | 116 | 227 | 604 | 218 | 384 | 380 | 96 | 159 | 176 | 57 | 226 | 164 |
| ROCKFORD FILES (B) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 2 THU. | 10.00P | 60 | NBC | PD | | 196 | A | 14.9 | 25 | 1110 | 1730 | 681 | 261 | 803 | 329 | 559 | 457 | 57 | 192 | 687 | 254 | 448 | 438 | 119 | 173 | 168 | 49 | 72 | 36 |
| | | 10.00 - 10.30 | | | | | 98 | A | 14.7 | 24 | 1095 | 1782 | 691 | 277 | 918 | 339 | 567 | 463 | 54 | 198 | 686 | 254 | 441 | 435 | 116 | 175 | 172 | 52 | 106 | 44 |
| | | 10.30 - 11.00 | | | | | | A | 15.1 | 26 | 1125 | 1672 | 670 | 245 | 787 | 319 | 550 | 450 | 60 | 185 | 687 | 254 | 453 | 441 | 121 | 171 | 162 | 44 | 36 | 28 |
| ROCKFORD FILES | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 1 FRI. | 9.00P | 60 | NBC | PD | 15 | 207 | A | 19.9 | 31 | 1483 | 1792 | 750 | 295 | 855 | 231 | 376 | 385 | 190 | 396 | 708 | 180 | 318 | 323 | 182 | 313 | 68 | 29 | 161 | 120 |
| | | 9.00 - 9.30 | | | | | 99 | B | 17.3 | 29 | 1289 | 1740 | 778 | 280 | 859 | 245 | 433 | 425 | 156 | 339 | 668 | 195 | 343 | 353 | 134 | 251 | 83 | 41 | 130 | 99 |
| | | 9.30 - 10.00 | | | | | | A | 19.0 | 30 | 1416 | 1772 | 767 | 287 | 859 | 223 | 369 | 376 | 202 | 412 | 700 | 161 | 298 | 310 | 174 | 321 | 56 | 20 | 157 | 115 |
| | | | | | | | | A | 20.7 | 32 | 1542 | 1811 | 735 | 302 | 849 | 237 | 383 | 398 | 180 | 379 | 718 | 194 | 334 | 336 | 187 | 307 | 82 | 39 | 162 | 124 |
| SALVAGE-ABC MOVIE SPECIAL(S) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 1 SAT. | 9.00P | 120 | ABC | FF | 190 | 99 | A | 19.1 | 32 | 1423 | 2124 | 761 | 274 | 814 | 327 | 574 | 518 | 94 | 164 | 833 | 353 | 587 | 542 | 68 | 170 | 212 | 83 | 265 | 206 |
| | | 9.00 - 9.30 | | | | | | A | 18.7 | 30 | 1393 | 2055 | 752 | 293 | 805 | 316 | 551 | 498 | 102 | 178 | 787 | 339 | 557 | 508 | 62 | 154 | 190 | 54 | 273 | 207 |
| | | 9.30 - 10.00 | | | | | | A | 18.8 | 31 | 1401 | 2158 | 744 | 278 | 800 | 332 | 563 | 512 | 90 | 159 | 833 | 351 | 580 | 531 | 67 | 177 | 241 | 98 | 284 | 228 |
| | | 10.00 - 10.30 | | | | | | A | 19.2 | 33 | 1430 | 2144 | 767 | 267 | 819 | 328 | 592 | 534 | 80 | 150 | 854 | 352 | 586 | 553 | 69 | 187 | 219 | 88 | 252 | 195 |
| | | 10.30 - 11.00 | | | | | | A | 19.7 | 35 | 1468 | 2125 | 776 | 256 | 828 | 333 | 592 | 527 | 95 | 163 | 850 | 363 | 610 | 571 | 71 | 162 | 201 | 88 | 246 | 193 |
| 60 MINUTES | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | SUN. | 7.00P | 60 | CBS | DN | 19 | 195 | A | 22.4 | 33 | 1669 | 1860 | 790 | 336 | 908 | 255 | 436 | 419 | 141 | 368 | 765 | 235 | 400 | 405 | 140 | 276 | 78 | 28 | 109 | 68 |
| | | | | | | 99 | 99 | B | 24.6 | 40 | 1833 | 1793 | 756 | 308 | 839 | 232 | 411 | 397 | 132 | 338 | 767 | 235 | 400 | 395 | 141 | 288 | 92 | 36 | 95 | 62 |
| 7.00 - 7.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7.30 - 8.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SOAP | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 1 THU. | 9.30P | 30 | ABC | CS | 16 | 187 | A | 21.3 | 32 | 1587 | 2055 | 862 | 413 | 950 | 487 | 720 | 592 | 68 | 134 | 649 | 306 | 481 | 405 | 80 | 127 | 269 | 148 | 187 | 100 |
| | | | | | | 98 | | B | 21.7 | 35 | 1617 | 1908 | 747 | 334 | 836 | 435 | 634 | 496 | 72 | 141 | 650 | 360 | 496 | 391 | 63 | 110 | 239 | 132 | 183 | 125 |
| STARSKY AND HUTCH | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 1 TUE. | 10.00P | 60 | ABC | OP | 16 | 194 | A | 19.2 | 33 | 1430 | 1780 | 784 | 283 | 835 | 374 | 601 | 546 | 75 | 150 | 597 | 301 | 412 | 326 | 86 | 141 | 233 | 120 | 115 | 89 |
| | 2 TUE. | 10.16P | 60 | | | | 196 | B | 18.7 | 31 | 1393 | 1764 | 729 | 306 | 818 | 391 | 591 | 485 | 72 | 155 | 598 | 296 | 420 | 339 | 81 | 132 | 209 | 103 | 139 | 104 |
| | | 10.00 - 10.30 | | | | | | A | 22.7 | 37 | 1691 | 1852 | 769 | 248 | 800 | 340 | 596 | 543 | 72 | 130 | 656 | 300 | 430 | 357 | 104 | 182 | 269 | 136 | 127 | 90 |
| | | 10.30 - 11.00 | | | | | | A | 18.4 | 32 | 1371 | 1757 | 776 | 284 | 826 | 378 | 592 | 532 | 75 | 151 | 591 | 311 | 415 | 329 | 81 | 132 | 230 | 111 | 110 | 87 |
| SUPER NIGHT AT-SUPER BOWL(S) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 1 SAT. | 9.00P | 120 | NBC | GV | 203 | 99 | A | 18.0 | 30 | 1341 | 1890 | 694 | 237 | 741 | 189 | 382 | 422 | 132 | 272 | 652 | 221 | 391 | 381 | 146 | 216 | 235 | 110 | 262 | 202 |
| | | 9.00 - 9.30 | | | | | | A | 19.0 | 31 | 1416 | 2029 | 748 | 240 | 795 | 193 | 396 | 448 | 146 | 304 | 660 | 201 | 370 | 387 | 140 | 230 | 242 | 106 | 332 | 231 |
| | | 9.30 - 10.00 | | | | | | A | 19.1 | 31 | 1423 | 1989 | 688 | 241 | 734 | 153 | 370 | 411 | 140 | 275 | 648 | 213 | 378 | 388 | 141 | 212 | 247 | 112 | 360 | 246 |
| | | 10.00 - 10.30 | | | | | | A | 17.4 | 30 | 1296 | 1814 | 696 | 248 | 733 | 214 | 393 | 424 | 124 | 260 | 651 | 237 | 411 | 374 | 162 | 209 | 233 | 115 | 197 | 183 |
| | | 10.30 - 11.00 | | | | | | A | 16.5 | 30 | 1229 | 1679 | 636 | 216 | 692 | 193 | 363 | 393 | 117 | 250 | 650 | 241 | 413 | 379 | 155 | 210 | 208 | 108 | 129 | 129 |
| SWEEPSTAKES | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 2 FRI. | 10.00P | 60 | NBC | GD | 1 | 201 | A | 13.2 | 23 | 983 | 1765 | 793 | 196 | 866 | 257 | 434 | 448 | 173 | 330 | 621 | 194 | 342 | 337 | 105 | 205 | 130 | 75 | 148 | 111 |
| | | 10.00 - 10.30 | | | | | 98 | B | 13.2 | 23 | 983 | 1765 | 793 | 196 | 866 | 257 | 434 | 448 | 173 | 330 | 621 | 194 | 342 | 337 | 105 | 205 | 130 | 75 | 148 | 111 |
| | | 10.30 - 11.00 | | | | | | A | 12.9 | 22 | 961 | 1749 | 793 | 197 | 861 | 249 | 422 | 439 | 178 | 341 | 620 | 193 | 340 | 326 | 105 | 217 | 122 | 65 | 146 | 106 |
| | | | | | | | | A | 13.5 | 24 | 1006 | 1768 | 789 | 192 | 866 | 265 | 442 | 456 | 167 | 317 | 621 | 196 | 345 | 346 | 103 | 193 | 135 | 84 | 146 | 111 |
| TAXI | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 1 TUE. | 9.30P | 30 | ABC | CS | 15 | 200 | A | 28.6 | 43 | 2131 | 1971 | 822 | 269 | 887 | 376 | 609 | 513 | 98 | 213 | 605 | 248 | 386 | 345 | 98 | 183 | 255 | 131 | 224 | 175 |
| | | | | | | 99 | | B | 24.8 | 38 | 1848 | 1891 | 740 | 312 | 832 | 399 | 594 | 469 | 87 | 178 | 575 | 282 | 403 | 333 | 72 | 128 | 244 | 133 | 240 | 170 |
| THREE'S COMPANY | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 1 TUE. | 9.00P | 30 | ABC | CS | 16 | 203 | A | 29.1 | 44 | 2168 | 1996 | 810 | 284 | 888 | 405 | 597 | 485 | 114 | 219 | 587 | 266 | 389 | 325 | 94 | 154 | 250 | 152 | 271 | 193 |
| | 2 TUE. | 9.46P | 30 | | | 200 | 99 | B | 29.6 | 44 | 2205 | 2018 | 761 | 316 | 855 | 407 | 599 | 472 | 95 | 191 | 569 | 272 | 393 | 322 | 73 | 130 | 270 | 152 | 324 | 232 |

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1979 REPORT

| PROGRAM NAME | | | | | | T/C THIS SEASON | | NO. OF STATIONS & PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | AUDIENCE COMPOSITION | | | | | | | | | | | | | | | | | | |
|---------------------------|-----|---------------|-----|-----|------|-----------------------|------|--|-------------------------|------------------------|--------------------------|---|-------|-----------|-----------|-----------|-----------|-----|-------|-----------|-----------|-----------|-----------|-----|--------------------------------|----------------------------------|-----|-----|-----|-----|
| | | | | | | | | | | | | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | | | | | | | | | | | | | |
| WK # | DAY | START TIME | DUR | NET | TYPE | WK 1 | WK 2 | KEY | AVG. AUD. SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY WORK- ING HOUSE WOM. | TOTAL | 18- 34 | 18- 49 | 25- 54 | 55- 64 | 55+ | TOTAL | 18- 34 | 18- 49 | 25- 54 | 55- 64 | 55+ | TEENS (12-17) TOTAL FEM. | CHILDREN (2-11) TOTAL 6-11 | | | | |
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TIM CONWAY SHOW(S) | | | | | | 192 | | | A 20.7 | 28 | 1542 | 1914 | 764 | 265 | 846 | 235 | 446 | 441 | 139 | 312 | 694 | 197 | 363 | 396 | 119 | 237 | 89 | 41 | 285 | 189 |
| 1 MON. 8.00P 60 CBS CV | | | | | | 99 | | | A 20.8 | 29 | 1550 | 1938 | 769 | 278 | 845 | 233 | 444 | 447 | 138 | 314 | 705 | 211 | 372 | 391 | 122 | 246 | 86 | 39 | 302 | 187 |
| 8.00 - 8.30 | | | | | | | | | A 20.6 | 27 | 1535 | 1879 | 759 | 252 | 846 | 237 | 447 | 432 | 138 | 309 | 683 | 181 | 354 | 398 | 113 | 230 | 86 | 40 | 264 | 187 |
| 8.30 - 9.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TURNABOUT | | | | | | 1 | 189 | | A 16.1 | 26 | 1199 | 2072 | 855 | 178 | 963 | 279 | 485 | 499 | 206 | 367 | 628 | 230 | 342 | 230 | 104 | 249 | 138 | 92 | 343 | 244 |
| 2 FRI. 9.00P 30 NBC CS | | | | | | 97 | | | B 16.1 | 26 | 1199 | 2072 | 855 | 178 | 963 | 279 | 485 | 499 | 206 | 367 | 628 | 230 | 342 | 230 | 104 | 249 | 138 | 92 | 343 | 244 |
| VEGA\$ | | | | | | 15 | 191 | 194 | A 24.6 | 42 | 1833 | 1893 | 755 | 306 | 856 | 352 | 557 | 488 | 127 | 233 | 640 | 275 | 409 | 343 | 115 | 174 | 246 | 127 | 151 | 113 |
| WED. 10.00P 60 ABC PD | | | | | | 99 | 98 | | B 20.3 | 34 | 1512 | 1758 | 748 | 300 | 829 | 327 | 538 | 487 | 111 | 212 | 614 | 239 | 373 | 322 | 107 | 181 | 184 | 101 | 131 | 105 |
| 10.00 - 10.30 | | | | | | | | | A 24.3 | 40 | 1810 | 1931 | 752 | 306 | 859 | 341 | 552 | 487 | 131 | 241 | 649 | 266 | 407 | 346 | 122 | 182 | 252 | 138 | 171 | 135 |
| 10.30 - 11.00 | | | | | | | | | A 24.9 | 44 | 1855 | 1850 | 757 | 304 | 851 | 361 | 559 | 492 | 126 | 226 | 629 | 285 | 411 | 337 | 111 | 166 | 239 | 119 | 131 | 94 |
| WALTONS | | | | | | 16 | 197 | 195 | A 22.0 | 32 | 1639 | 1797 | 863 | 239 | 938 | 192 | 356 | 338 | 216 | 525 | 586 | 146 | 212 | 198 | 143 | 314 | 90 | 51 | 183 | 95 |
| THU. 8.00P 60 CBS GD | | | | | | 99 | 97 | | B 19.4 | 31 | 1445 | 1837 | 844 | 270 | 935 | 231 | 384 | 364 | 182 | 476 | 589 | 156 | 228 | 246 | 132 | 297 | 100 | 56 | 213 | 113 |
| 8.00 - 8.30 | | | | | | | | | A 21.2 | 31 | 1579 | 1781 | 864 | 223 | 935 | 180 | 335 | 327 | 226 | 545 | 582 | 131 | 192 | 178 | 153 | 333 | 81 | 43 | 183 | 92 |
| 8.30 - 9.00 | | | | | | | | | A 22.9 | 34 | 1706 | 1801 | 858 | 250 | 935 | 198 | 369 | 346 | 205 | 506 | 589 | 159 | 231 | 214 | 136 | 299 | 97 | 58 | 180 | 97 |
| WEDNESDAY MOVIE OF-WEEK | | | | | | 16 | 190 | 191 | A 15.6 | 23 | 1162 | 1903 | 713 | 240 | 774 | 316 | 527 | 463 | 85 | 184 | 759 | 314 | 489 | 396 | 93 | 220 | 178 | 73 | 192 | 110 |
| 1 WED. 8.00P 180 NBC FF | | | | | | 95 | 92 | | B 16.6 | 26 | 1237 | 1813 | 724 | 259 | 792 | 312 | 499 | 441 | 110 | 226 | 698 | 290 | 455 | 399 | 98 | 185 | 162 | 73 | 161 | 108 |
| 2 WED. 8.00P 120 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | | | | | | A 15.3 | 23 | 1140 | 1927 | 681 | 222 | 761 | 287 | 464 | 418 | 102 | 230 | 763 | 302 | 458 | 353 | 106 | 247 | 159 | 80 | 244 | 142 |
| 8.30 - 9.00 | | | | | | | | | A 15.2 | 22 | 1132 | 1884 | 666 | 217 | 735 | 288 | 473 | 432 | 92 | 194 | 769 | 309 | 469 | 380 | 102 | 238 | 168 | 70 | 212 | 128 |
| 9.00 - 9.30 | | | | | | | | | A 16.3 | 24 | 1214 | 1962 | 705 | 238 | 771 | 337 | 541 | 467 | 85 | 175 | 763 | 315 | 502 | 414 | 92 | 210 | 205 | 89 | 223 | 123 |
| 9.30 - 10.00 | | | | | | | | | A 15.5 | 23 | 1155 | 1925 | 690 | 235 | 737 | 314 | 512 | 435 | 83 | 177 | 784 | 333 | 522 | 421 | 87 | 218 | 193 | 93 | 211 | 121 |
| 10.00 - 10.30 | | | | | | | | | A 16.8 | 27 | 1252 | 1812 | 789 | 286 | 831 | 346 | 608 | 528 | 69 | 148 | 725 | 310 | 493 | 406 | 78 | 192 | 168 | 39 | 88 | 52 |
| 10.30 - 11.00 | | | | | | | | | A 15.2 | 26 | 1132 | 1756 | 842 | 291 | 890 | 353 | 648 | 583 | 63 | 151 | 688 | 311 | 472 | 384 | 78 | 181 | 138 | 36 | 40 | 22 |
| WEEKEND | | | | | | 3 | 202 | | A 9.1 | 16 | 678 | 1640 | 691 | 162 | 718 | 207 | 376 | 354 | 154 | 308 | 788 | 382 | 525 | 260 | 168 | 250 | 89 | 12 | 45 | 26 |
| 1 SUN. 10.42P 60 NBC DN | | | | | | 99 | | | B 10.2 | 17 | 760 | 1745 | 734 | 221 | 785 | 263 | 443 | 433 | 152 | 265 | 848 | 375 | 565 | 462 | 151 | 215 | 74 | 11 | 38 | 29 |
| 11.00 - 11.30 | | | | | | | | | A 9.6 | 17 | 715 | 1594 | 658 | 130 | 683 | 189 | 350 | 343 | 148 | 298 | 809 | 399 | 536 | 240 | 173 | 263 | 79 | 17 | 23 | 9 |
| WHAT'S HAPPENING | | | | | | 13 | 192 | | A 26.9 | 40 | 2004 | 2341 | 766 | 320 | 888 | 387 | 651 | 487 | 58 | 171 | 665 | 305 | 469 | 377 | 59 | 138 | 320 | 171 | 468 | 339 |
| 2 THU. 8.30P 30 ABC CS | | | | | | 97 | | | B 24.3 | 39 | 1810 | 2194 | 692 | 301 | 788 | 393 | 597 | 454 | 68 | 136 | 621 | 325 | 474 | 373 | 59 | 103 | 316 | 165 | 469 | 342 |
| WHITE SHADOW | | | | | | 3 | 175 | 186 | A 16.0 | 26 | 1192 | 1916 | 737 | 303 | 817 | 251 | 468 | 432 | 145 | 274 | 634 | 197 | 325 | 333 | 130 | 232 | 182 | 50 | 283 | 212 |
| SAT. 8.00P 60 CBS GD | | | | | | 94 | 98 | | B 16.5 | 27 | 1229 | 1997 | 727 | 306 | 799 | 250 | 456 | 416 | 135 | 267 | 657 | 218 | 375 | 363 | 130 | 212 | 210 | 68 | 331 | 235 |
| 8.00 - 8.30 | | | | | | | | | A 15.2 | 25 | 1132 | 1903 | 739 | 299 | 819 | 244 | 467 | 436 | 144 | 276 | 642 | 191 | 324 | 333 | 137 | 236 | 182 | 59 | 260 | 194 |
| 8.30 - 9.00 | | | | | | | | | A 16.7 | 27 | 1244 | 1935 | 738 | 304 | 817 | 255 | 472 | 432 | 147 | 271 | 635 | 209 | 333 | 334 | 126 | 231 | 180 | 43 | 303 | 230 |
| WKRP IN CINCINNATI | | | | | | 2 | 193 | 194 | A 23.2 | 34 | 1728 | 1879 | 817 | 320 | 851 | 360 | 558 | 462 | 100 | 220 | 646 | 265 | 413 | 385 | 100 | 177 | 219 | 91 | 163 | 107 |
| MON. 9.30P 30 CBS CS | | | | | | 98 | 98 | | B 23.2 | 34 | 1728 | 1879 | 817 | 320 | 851 | 360 | 558 | 462 | 100 | 220 | 646 | 265 | 413 | 385 | 100 | 177 | 219 | 91 | 163 | 107 |
| WONDER WOMAN | | | | | | 13 | 187 | | A 14.2 | 23 | 1058 | 1957 | 721 | 268 | 748 | 268 | 433 | 378 | 152 | 264 | 642 | 188 | 303 | 336 | 173 | 261 | 104 | 57 | 463 | 295 |
| 2 FRI. 8.00P 60 CBS SF | | | | | | 97 | | | B 16.4 | 29 | 1222 | 2104 | 693 | 241 | 766 | 286 | 456 | 406 | 120 | 251 | 652 | 231 | 404 | 374 | 101 | 196 | 173 | 70 | 513 | 319 |
| 8.00 - 8.30 | | | | | | | | | A 13.0 | 21 | 969 | 2080 | 726 | 278 | 753 | 277 | 443 | 383 | 146 | 262 | 672 | 189 | 325 | 372 | 158 | 260 | 123 | 69 | 532 | 328 |
| 8.30 - 9.00 | | | | | | | | | A 15.3 | 25 | 1140 | 1856 | 721 | 260 | 748 | 262 | 427 | 377 | 159 | 269 | 620 | 187 | 286 | 308 | 186 | 264 | 84 | 47 | 404 | 267 |
| WONDERFUL WORLD OF DISNEY | | | | | | 15 | 214 | | A 16.3 | 25 | 1214 | 2398 | 694 | 232 | 849 | 314 | 530 | 427 | 98 | 266 | 710 | 240 | 427 | 403 | 81 | 206 | 305 | 137 | 534 | 364 |
| 2 SUN. 7.00P 60 NBC FV | | | | | | 99 | | | B 18.3 | 29 | 1363 | 2260 | 678 | 218 | 750 | 280 | 458 | 403 | 110 | 237 | 696 | 287 | 458 | 409 | 81 | 174 | 234 | 107 | 580 | 368 |
| 7.00 - 7.30 | | | | | | | | | A 15.5 | 25 | 1155 | 2407 | 692 | 252 | 849 | 320 | 541 | 433 | 99 | 255 | 703 | 226 | 412 | 393 | 79 | 209 | 314 | 143 | 541 | 370 |
| 7.30 - 8.00 | | | | | | | | | A 17.1 | 26 | 1274 | 2377 | 688 | 214 | 839 | 304 | 514 | 418 | 97 | 273 | 713 | 254 | 439 | 414 | 81 | 202 | 298 | 131 | 527 | 358 |

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

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|---------------------------|-----|------------|-----|-----|------------|------|------|-----|-------------|-----------------|-------------------|------------------------------------|----------------------------|---------------------|-------|---|-------|-------|------|-------|-------|-------|-------|-------|------|--------------------------|----------------------------|------|------|------|------|--|--|
| | | | | | | | | | | | | | | | | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | | | | | | | | | | | | |
| WK # | DAY | START TIME | DUR | NET | PROG. TYPE | WK 1 | WK 2 | KEY | AVG. AUD. % | AVG. SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY WORK-ING OF HOUSE WOM | TOTAL | 18-34 | 18-49 | 25-54 | 55-64 | 55+ | TOTAL | 18-34 | 18-49 | 25-54 | 55-64 | 55+ | TEENS (12-17) TOTAL FEM. | CHILDREN (2-11) TOTAL 6-11 | | | | | | |
| WEEKDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| HIGH ROLLERS | | | | | | 77 | 192 | 192 | A | 5.9 | 24 | 440 | 1250 | 718 | 97^ | 811 | 142 | 295 | 295 | 166 | 446 | 332 | 47^ | 116^ | 125^ | 54^ | 191 | 32^ | 23^ | 75^ | 43^ | | |
| M-F 11.00A 30 NBC QG | | | | | | 96 | 96 | B | 5.3 | 25 | 395 | 1224 | 733 | 127 | 811 | 148 | 306 | 298 | 161 | 431 | 331 | 54 | 107 | 97 | 80 | 204 | 38 | 18 | 44 | 20 | | | |
| HOLLYWOOD SQUARES(B) | | | | | | 82 | | A | 2.9 | 10 | 216 | 889^ | 474^ | 46^ | 566^ | 88^ | 144^ | 228^ | 116^ | 250^ | 282^ | LT | 83^ | 130^ | 152^ | 152^ | 41^ | 41^ | LT | LT | | | |
| 1 WED. 1.00P 30 NBC QP | | | | | | 57 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| HOLLYWOOD SQUARES | | | | | | 71 | 161 | 157 | A | 5.2 | 17 | 387 | 1411 | 715 | 81^ | 809 | 166 | 355 | 341 | 98^ | 390 | 314 | 87^ | 146^ | 122^ | 53^ | 149^ | 78^ | 41^ | 210 | 126^ | | |
| 1 MTJTHF 1.00P 30 NBC QP | | | | | | 86 | 82 | B | 4.0 | 15 | 298 | 1280 | 740 | 108 | 795 | 170 | 326 | 323 | 125 | 407 | 337 | 79 | 126 | 105 | 72 | 191 | 46 | 20 | 102 | 55 | | | |
| 2 M-F 1.00P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| JEOPARDY | | | | | | 15 | 173 | 172 | A | 4.2 | 14 | 313 | 1387 | 788 | 111^ | 862 | 140^ | 341 | 365 | 125^ | 438 | 372 | 61^ | 129^ | 125^ | 52^ | 221 | 51^ | 23^ | 102^ | 45^ | | |
| M-F 12.00N 30 NBC QG | | | | | | 86 | 87 | B | 4.2 | 15 | 313 | 1409 | 754 | 115 | 823 | 128 | 310 | 343 | 112 | 420 | 393 | 58 | 121 | 115 | 58 | 247 | 71 | 29 | 122 | 57 | | | |
| LOVE OF LIFE | | | | | | 77 | 181 | 182 | A | 6.9 | 26 | 514 | 1375 | 853 | 167 | 906 | 316 | 527 | 474 | 135 | 337 | 229 | 53^ | 95^ | 94^ | 38^ | 113^ | 91^ | 72^ | 149 | 53^ | | |
| M-F 11.30A 24 CBS DD | | | | | | 94 | 94 | B | 5.9 | 26 | 440 | 1281 | 831 | 135 | 898 | 328 | 518 | 431 | 121 | 329 | 186 | 55 | 82 | 70 | 25 | 87 | 62 | 50 | 135 | 42 | | | |
| M*A*S*H M F | | | | | | 77 | 183 | 186 | A | 8.9 | 25 | 663 | 1526 | 655 | 107 | 737 | 258 | 455 | 335 | 83^ | 240 | 404 | 151 | 230 | 180 | 45^ | 145 | 257 | 118 | 128 | 91^ | | |
| 1 M-F 3.30P 30 CBS CS | | | | | | 96 | 96 | B | 7.4 | 24 | 551 | 1435 | 616 | 100 | 691 | 242 | 417 | 342 | 88 | 209 | 348 | 151 | 213 | 147 | 41 | 110 | 219 | 104 | 177 | 111 | | | |
| 2 M-TH 3.30P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MATCH GAME '79 | | | | | | 70 | 137 | 136 | A | 5.4 | 15 | 402 | 1311 | 747 | 121^ | 757 | 161 | 386 | 363 | 125^ | 322 | 359 | 88^ | 143^ | 135^ | 44^ | 191 | 93^ | 37^ | 102^ | 55^ | | |
| 1 MTJTHF 4.00P 30 CBS QP | | | | | | 75 | 74 | B | 4.6 | 14 | 343 | 1374 | 715 | 118 | 763 | 193 | 349 | 316 | 126 | 352 | 331 | 88 | 126 | 109 | 45 | 184 | 106 | 47 | 174 | 94 | | | |
| 2 M-F 4.00P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ONE LIFE TO LIVE | | | | | | 76 | 194 | 193 | A | 9.3 | 30 | 693 | 1463 | 876 | 155 | 973 | 508 | 717 | 522 | 76^ | 214 | 218 | 85^ | 107 | 108 | 25^ | 67^ | 101 | 78^ | 171 | 77^ | | |
| M-F 2.00P 60 ABC DD | | | | | | 99 | 99 | B | 8.0 | 29 | 596 | 1336 | 847 | 154 | 966 | 507 | 678 | 510 | 93 | 226 | 187 | 74 | 94 | 81 | 31 | 69 | 85 | 67 | 98 | 42 | | | |
| 2.00 2.30 | | | | | | | | A | 8.9 | 29 | 663 | 1451 | 873 | 162 | 970 | 516 | 722 | 513 | 78^ | 204 | 223 | 86^ | 107 | 108 | 24^ | 71^ | 97 | 75^ | 161 | 71^ | | | |
| 2.30 - 3.00 | | | | | | | | A | 9.8 | 31 | 730 | 1442 | 870 | 141 | 963 | 493 | 705 | 527 | 70^ | 216 | 203 | 81^ | 101 | 101 | 26^ | 63^ | 103 | 80^ | 173 | 79^ | | | |
| PASSWORD PLUS | | | | | | 15 | 171 | 172 | A | 4.9 | 16 | 365 | 1414 | 712 | 93^ | 819 | 137^ | 295 | 327 | 112^ | 419 | 444 | 46^ | 134^ | 141^ | 78^ | 292 | 53^ | 36^ | 98^ | 52^ | | |
| M-F 12.30P 30 NBC QG | | | | | | 82 | 82 | B | 4.9 | 17 | 365 | 1400 | 710 | 121 | 799 | 140 | 291 | 322 | 101 | 406 | 456 | 60 | 134 | 126 | 60 | 305 | 54 | 27 | 91 | 56 | | | |
| PHOENIX OPEN GOLF MON.(S) | | | | | | 130 | | A | 3.8 | 10 | 283 | 1565 | 488^ | 92^ | 523^ | 61^ | 134^ | 180^ | 81^ | 343^ | 688^ | 250^ | 264^ | 292^ | 231^ | 396^ | 99^ | LT | 255^ | 131^ | | | |
| 2 MON. 4.30P 60 CBS SE | | | | | | 66 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.30 - 5.00 | | | | | | | | A | 4.0 | 11 | 298 | 1668 | 544^ | 47^ | 581^ | 77^ | 117^ | 180^ | 70^ | 401^ | 621^ | 299^ | 299^ | 299^ | 181^ | 322^ | 80^ | 17^ | 386^ | 195^ | | | |
| 5.00 - 5.30 | | | | | | | | A | 3.7 | 9 | 276 | 1377 | 413^ | 138^ | 434^ | 39^ | 148^ | 170^ | 87^ | 264^ | 735^ | 189^ | 218^ | 275^ | 273^ | 460^ | 109^ | LT | 99^ | 55^ | | | |
| PRICE IS RIGHT 1 | | | | | | 74 | 177 | 175 | A | 7.3 | 32 | 544 | 1579 | 760 | 101^ | 785 | 260 | 445 | 393 | 66^ | 299 | 383 | 93^ | 157 | 157 | 73^ | 196 | 56^ | 26^ | 355 | 153 | | |
| M-F 10.30A 30 CBS AP | | | | | | 91 | 90 | B | 6.0 | 30 | 447 | 1507 | 722 | 115 | 788 | 298 | 443 | 377 | 81 | 288 | 330 | 95 | 157 | 145 | 44 | 149 | 73 | 46 | 316 | 129 | | | |
| PRICE IS RIGHT 2 | | | | | | 72 | 178 | 176 | A | 8.4 | 34 | 626 | 1543 | 800 | 124 | 838 | 264 | 448 | 395 | 75^ | 344 | 321 | 62^ | 105 | 117 | 73^ | 195 | 73^ | 39^ | 311 | 152 | | |
| M-F 11.00A 30 CBS AP | | | | | | 91 | 90 | B | 6.5 | 31 | 484 | 1452 | 757 | 132 | 828 | 298 | 449 | 382 | 84 | 315 | 306 | 70 | 132 | 118 | 43 | 159 | 64 | 41 | 254 | 104 | | | |
| RYAN'S HOPE | | | | | | 79 | 182 | 181 | A | 8.2 | 28 | 611 | 1491 | 855 | 122 | 935 | 488 | 714 | 521 | 72^ | 169 | 258 | 105 | 154 | 136 | 18^ | 52^ | 109 | 69^ | 189 | 82^ | | |
| M-F 12.30P 30 ABC DD | | | | | | 96 | 96 | B | 7.3 | 29 | 544 | 1413 | 858 | 166 | 965 | 488 | 698 | 522 | 79 | 186 | 235 | 91 | 133 | 111 | 29 | 69 | 88 | 64 | 125 | 53 | | | |
| SEARCH FOR TOMORROW | | | | | | 77 | 183 | 183 | A | 9.2 | 31 | 685 | 1385 | 883 | 181 | 924 | 293 | 532 | 456 | 137 | 337 | 234 | 65^ | 97 | 86^ | 43^ | 134 | 57^ | 45^ | 170 | 80^ | | |
| M-F 12.30P 30 CBS DD | | | | | | 96 | 96 | B | 7.5 | 30 | 559 | 1317 | 845 | 153 | 916 | 309 | 519 | 438 | 131 | 343 | 233 | 58 | 100 | 81 | 31 | 125 | 54 | 43 | 114 | 36 | | | |
| SPECIAL TREAT(S) | | | | | | 180 | | A | 8.4 | 22 | 626 | 1583 | 572 | 180^ | 636 | 182^ | 318^ | 280^ | 140^ | 296^ | 327^ | 102^ | 169^ | 138^ | 66^ | 134^ | 215^ | 124^ | 405 | 159^ | | | |
| 2 TUE. 4.00P 60 NBC FV | | | | | | 94 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | | | | | | | | A | 7.9 | 21 | 589 | 1567 | 578 | 185^ | 649 | 201^ | 345^ | 299^ | 113^ | 284^ | 276^ | 83^ | 135^ | 112^ | 37^ | 114^ | 232^ | 129^ | 410^ | 161^ | | | |
| 4.30 - 5.00 | | | | | | | | A | 9.0 | 22 | 671 | 1556 | 556 | 170^ | 608 | 161^ | 286^ | 257^ | 158^ | 300^ | 361^ | 116^ | 192^ | 158^ | 87^ | 147^ | 195^ | 116^ | 392 | 154^ | | | |
| TODAY SHOW-7.30AM | | | | | | 80 | 215 | 215 | A | 4.8 | 29 | 358 | 1330 | 801 | 118^ | 843 | 129^ | 322 | 325 | 154^ | 449 | 373 | 49^ | 119^ | 124^ | 78^ | 231 | 49^ | LT | 65^ | 31^ | | |
| M-F 7.30A 30 NBC N | | | | | | 99 | 99 | B | 4.8 | 30 | 358 | 1314 | 779 | 140 | 812 | 131 | 301 | 326 | 151 | 432 | 410 | 78 | 137 | 121 | 92 | 247 | 33 | LT | 59 | 31 | | | |

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1979 REPORT

| PROGRAM NAME | | | | | | | | | | T/C THIS SEASON | | NO. OF STATIONS & PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | AUDIENCE COMPOSITION | | | | | | | | | | | | | | | | | |
|----------------------------|--|------------|-----|-----|------------|------|------|-----|-------------------|-------------------|--------------------|------------------------------------|---|---------------------|-------|----------------------|-------|-------|-----|-------|-------|-------|-------|-------|-----|------------|------------|---------------|-----------------|-----|--|--|--|
| WK # DAY | | START TIME | DUR | NET | PROG. TYPE | WK 1 | WK 2 | KEY | AVG. AUD. SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY WORK-ING OF HOUSE WOM. | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | | | | | | | | | | TEENS (12-17) | CHILDREN (2-11) | | | | |
| | | | | | | | | | | | | | | TOTAL | 18-34 | 18-49 | 25-54 | 55-64 | 55+ | TOTAL | 18-34 | 18-49 | 25-54 | 55-64 | 55+ | TOTAL FEM. | TOTAL 6-11 | | | | | | |
| WEEKDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TODAY SHOW-8.30AM | | | | | 80 | 213 | 213 | A | 5.5 | 31 | 410 | 1380 | 824 | 112 | 868 | 110 | 327 | 342 | 160 | 453 | 416 | 85 | 205 | 190 | 77 | 172 | 56 | 12 | 40 | 31 | | | |
| M-F 8.30A 30 NBC N | | | | | 99 | 99 | 99 | B | 4.9 | 30 | 365 | 1351 | 823 | 147 | 863 | 146 | 350 | 392 | 146 | 412 | 407 | 70 | 151 | 146 | 72 | 221 | 40 | 17 | 41 | 28 | | | |
| \$20,000 PYRAMID | | | | | 79 | 161 | 161 | A | 6.1 | 21 | 454 | 1460 | 688 | 101 | 814 | 324 | 511 | 348 | 134 | 255 | 295 | 148 | 175 | 130 | 25 | 82 | 166 | 84 | 185 | 75 | | | |
| M-F 12.00N 30 ABC QG | | | | | 89 | 90 | 90 | B | 5.4 | 22 | 402 | 1375 | 717 | 141 | 824 | 353 | 529 | 384 | 107 | 227 | 278 | 106 | 150 | 112 | 52 | 106 | 102 | 65 | 171 | 72 | | | |
| WHEEL OF FORTUNE | | | | | 77 | 199 | 200 | A | 7.0 | 26 | 522 | 1347 | 712 | 78 | 791 | 128 | 291 | 290 | 125 | 431 | 365 | 43 | 113 | 110 | 48 | 234 | 42 | 19 | 149 | 98 | | | |
| M-F 11.30A 30 NBC QG | | | | | 98 | 98 | 98 | B | 5.8 | 26 | 432 | 1298 | 732 | 104 | 797 | 126 | 283 | 288 | 130 | 432 | 349 | 57 | 122 | 103 | 67 | 212 | 56 | 25 | 96 | 54 | | | |
| YOUNG AND THE RESTLESS | | | | | 77 | 192 | 193 | A | 10.4 | 35 | 775 | 1401 | 892 | 168 | 935 | 346 | 581 | 514 | 140 | 298 | 223 | 76 | 114 | 105 | 38 | 98 | 88 | 78 | 155 | 75 | | | |
| M-F 12.00N 30 CBS DD | | | | | 98 | 98 | 98 | B | 8.3 | 34 | 618 | 1297 | 864 | 157 | 929 | 367 | 573 | 474 | 119 | 301 | 184 | 57 | 90 | 80 | 24 | 83 | 66 | 55 | 118 | 38 | | | |
| *WEEKEND DAYTIME | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC WEEKEND SPECIALS | | | | | 18 | 181 | 178 | A | 7.0 | 25 | 522 | 1770 | 425 | 150 | 425 | 228 | 297 | 235 | 48 | 105 | 255 | 173 | 196 | 115 | 34 | 59 | 280 | 160 | 810 | 527 | | | |
| SAT. 12.00N 30 ABC FV | | | | | 95 | 93 | 93 | B | 5.8 | 21 | 432 | 1798 | 356 | 140 | 413 | 201 | 291 | 230 | 24 | 83 | 349 | 163 | 237 | 180 | 59 | 94 | 289 | 161 | 747 | 474 | | | |
| ABC WIDE WORLD-SPORTS SAT | | | | | 8 | 204 | 204 | A | 14.1 | 30 | 1050 | 1815 | 534 | 190 | 573 | 201 | 350 | 348 | 85 | 147 | 786 | 276 | 470 | 459 | 113 | 240 | 239 | 79 | 217 | 192 | | | |
| 1 SAT. 5.04P 86 ABC SA | | | | | 99 | 99 | 99 | B | 11.0 | 24 | 820 | 1805 | 532 | 175 | 581 | 213 | 358 | 338 | 79 | 160 | 807 | 284 | 473 | 438 | 130 | 262 | 199 | 67 | 218 | 160 | | | |
| 2 SAT. 5.00P 90 | | | | | | | | A | 12.7 | 29 | 946 | 1817 | 515 | 166 | 554 | 172 | 336 | 337 | 83 | 156 | 809 | 263 | 463 | 474 | 111 | 248 | 246 | 88 | 208 | 179 | | | |
| 5.00 - 5.30 | | | | | | | | A | 14.2 | 30 | 1058 | 1720 | 503 | 182 | 540 | 196 | 342 | 337 | 74 | 129 | 755 | 253 | 442 | 437 | 105 | 239 | 219 | 85 | 206 | 199 | | | |
| 5.30 - 6.00 | | | | | | | | A | 15.2 | 29 | 1132 | 1913 | 585 | 224 | 623 | 231 | 369 | 371 | 100 | 157 | 807 | 312 | 509 | 467 | 119 | 237 | 248 | 64 | 235 | 197 | | | |
| 6.00 - 6.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC WIDE WORLD-SPORTS-SUN | | | | | 2 | | 176 | A | 13.4 | 29 | 998 | 1790 | 456 | 227 | 495 | 218 | 338 | 328 | 76 | 103 | 783 | 349 | 600 | 498 | 82 | 158 | 282 | 35 | 230 | 153 | | | |
| 4.30 - 5.00 | | | | | | | | A | 12.5 | 28 | 931 | 1784 | 459 | 210 | 500 | 243 | 366 | 314 | 71 | 93 | 790 | 351 | 613 | 504 | 75 | 154 | 277 | 20 | 217 | 142 | | | |
| 5.00 - 5.30 | | | | | | | | A | 13.7 | 30 | 1021 | 1821 | 461 | 243 | 504 | 225 | 342 | 339 | 73 | 104 | 785 | 357 | 609 | 517 | 82 | 153 | 290 | 21 | 242 | 163 | | | |
| 5.30 - 6.00 | | | | | | | | A | 13.9 | 29 | 1036 | 1776 | 456 | 230 | 490 | 194 | 318 | 327 | 83 | 113 | 776 | 340 | 578 | 479 | 86 | 166 | 280 | 59 | 230 | 150 | | | |
| ALL NEW PINK PANTHER | | | | | 18 | 186 | 184 | A | 7.8 | 28 | 581 | 1852 | 321 | 115 | 333 | 141 | 232 | 192 | 28 | 76 | 242 | 151 | 164 | 102 | 22 | 57 | 242 | 106 | 1035 | 713 | | | |
| SAT. 11.30A 30 ABC CA | | | | | 94 | 94 | 94 | B | 6.2 | 25 | 462 | 1758 | 326 | 116 | 374 | 195 | 286 | 215 | 19 | 52 | 248 | 144 | 191 | 127 | 30 | 46 | 300 | 150 | 836 | 520 | | | |
| ALL NEW POPEYE HOUR 1 | | | | | 18 | 190 | 190 | A | 4.3 | 33 | 320 | 1772 | 209 | 72 | 209 | 57 | 151 | 152 | 25 | 44 | 280 | 109 | 185 | 193 | LT | 49 | 250 | 87 | 1033 | 648 | | | |
| SAT. 8.00A 30 CBS CA | | | | | 96 | 96 | 96 | B | 4.1 | 31 | 305 | 1667 | 248 | 82 | 258 | 128 | 190 | 157 | 43 | 58 | 233 | 122 | 162 | 138 | LT | 48 | 181 | 59 | 995 | 673 | | | |
| ALL NEW POPEYE HOUR 2 | | | | | 18 | 191 | 191 | A | 6.2 | 33 | 462 | 1985 | 232 | 91 | 235 | 96 | 167 | 161 | 24 | 46 | 207 | 54 | 97 | 137 | LT | 46 | 349 | 161 | 1194 | 764 | | | |
| SAT. 8.30A 30 CBS CA | | | | | 96 | 96 | 96 | B | 6.3 | 34 | 469 | 1716 | 256 | 91 | 278 | 156 | 222 | 168 | 29 | 46 | 245 | 121 | 169 | 148 | LT | 48 | 188 | 74 | 1005 | 643 | | | |
| AMERICAN BANDSTAND '79 | | | | | 11 | 164 | 161 | A | 6.9 | 23 | 514 | 1683 | 523 | 253 | 572 | 370 | 451 | 273 | 28 | 79 | 205 | 71 | 79 | 54 | 29 | 109 | 440 | 282 | 466 | 286 | | | |
| SAT. 12.30P 60 ABC PC | | | | | 87 | 82 | 82 | B | 5.8 | 20 | 432 | 1620 | 458 | 204 | 580 | 339 | 446 | 293 | 44 | 99 | 339 | 162 | 211 | 149 | 40 | 104 | 318 | 190 | 383 | 225 | | | |
| 12.30 - 1.00 | | | | | | | | A | 6.2 | 21 | 462 | 1634 | 532 | 231 | 595 | 407 | 468 | 272 | 27 | 83 | 175 | 76 | 76 | 24 | 27 | 99 | 414 | 296 | 450 | 253 | | | |
| 1.00 - 1.30 | | | | | | | | A | 7.4 | 24 | 551 | 1744 | 520 | 273 | 560 | 347 | 447 | 277 | 28 | 75 | 230 | 65 | 79 | 79 | 28 | 118 | 471 | 276 | 483 | 317 | | | |
| ANDY WILLIAMS GOLF-SAT.(S) | | | | | | 150 | | A | 4.6 | 13 | 343 | 1551 | 612 | 178 | 650 | 292 | 388 | 361 | 36 | 199 | 600 | 183 | 206 | 169 | 106 | 335 | 64 | 64 | 237 | 145 | | | |
| 2 SAT. 4.00P 60 CBS SE | | | | | | 87 | | A | 4.7 | 13 | 350 | 1631 | 654 | 162 | 697 | 325 | 431 | 381 | 45 | 213 | 548 | 163 | 163 | 111 | 106 | 335 | 126 | 126 | 260 | 120 | | | |
| 4.00 - 4.30 | | | | | | | | A | 4.5 | 12 | 335 | 1445 | 565 | 192 | 597 | 250 | 337 | 338 | 26 | 185 | 642 | 200 | 244 | 221 | 104 | 334 | LT | LT | 206 | 170 | | | |
| 4.30 - 5.00 | | | | | | | | A | 7.5 | 16 | 559 | 1555 | 610 | 143 | 624 | 64 | 160 | 193 | 178 | 401 | 857 | 204 | 322 | 395 | 238 | 458 | 22 | 8 | 52 | 45 | | | |
| ANDY WILLIAMS GOLF-SUN.(S) | | | | | | 169 | | A | 6.6 | 16 | 492 | 1516 | 646 | 191 | 646 | 70 | 182 | 233 | 155 | 364 | 856 | 167 | 326 | 440 | 227 | 416 | 14 | LT | LT | LT | | | |
| 2 SUN. 4.09P 141 CBS SE | | | | | | 97 | | A | 6.8 | 16 | 507 | 1499 | 591 | 133 | 591 | 33 | 114 | 158 | 157 | 400 | 908 | 205 | 336 | 411 | 231 | 497 | LT | LT | LT | LT | | | |
| 4.00 - 4.30 | | | | | | | | A | 7.1 | 16 | 529 | 1535 | 609 | 110 | 609 | 23 | 107 | 147 | 188 | 439 | 857 | 188 | 280 | 343 | 241 | 514 | 22 | 22 | 47 | 47 | | | |
| 4.30 - 5.00 | | | | | | | | A | 7.5 | 16 | 559 | 1530 | 624 | 119 | 638 | 57 | 138 | 157 | 199 | 450 | 824 | 182 | 254 | 319 | 252 | 505 | 20 | 8 | 48 | 48 | | | |
| 5.00 - 5.30 | | | | | | | | A | 9.4 | 18 | 700 | 1627 | 580 | 167 | 624 | 117 | 239 | 263 | 179 | 343 | 833 | 246 | 391 | 453 | 229 | 364 | 50 | 9 | 120 | 94 | | | |

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1979 REPORT

| PROGRAM NAME WK # DAY START TIME DUR NET TYPE | | | | | | | | | | T/C THIS SEASON | | NO. OF STATIONS & PROGRAM COVERAGE WK 1 WK 2 | | HOUSEHOLD AUDIENCES K E Y | | AUDIENCE COMPOSITION | | | | | | | | | | | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|-----------------|--|--|--|---------------------------|-------------|---|-------------------|--------------------|--------------------------|-------|-------|-------|-------|-------|-----|-------|-------|--------------------------|-----|----------------------------|------|-------|-------|-------|-----|
| | | | | | | | | | | | | | | | | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | | | | | | | TEENS (12-17) TOTAL FEM. | | CHILDREN (2-11) TOTAL 6-11 | | | | | |
| | | | | | | | | | | | | | | | | AVG. AUD. SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY WORK-ING HOUSE WOM. | TOTAL | 18-34 | 18-49 | 25-54 | 55-64 | 55+ | TOTAL | 18-34 | | | | | 18-49 | 25-54 | 55-64 | 55+ |
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ANIMALS, ANIMALS, ANIMALS SUN. 11.30A 30 ABC CL | | | | | | | | | | | | | | A 183 129 | 3.4 12 253 | 1652 509 237 | 509 173 | 332 | 278 | 34 | 114 | 483 | 253 | 324 | 173 | 45 | 116 | 261 | 52 | 399 | 143 | | | | |
| | | | | | | | | | | | | | | B 82 82 | 3.1 13 231 | 1729 489 157 | 554 308 | 422 | 329 | 31 | 97 | 429 | 201 | 320 | 260 | 43 | 86 | 148 | 52 | 598 | 267 | | | | |
| ARK II 1 SAT. 1.00P 30 CBS CL | | | | | | | | | | | | | | A 14 161 | 6.4 20 477 | 1671 403 | 403 | 206 | 343 | 268 | 108 | 108 | 411 | 80 | 256 | 256 | 48 | 155 | 335 | 37 | 474 | 248 | | | |
| | | | | | | | | | | | | | | B 83 | 5.4 18 402 | 1575 358 137 | 403 200 | 266 | 191 | 47 | 102 | 311 | 146 | 234 | 170 | 25 | 55 | 239 | 84 | 622 | 376 | | | | |
| BAY CITY ROLLERS SAT. 12.30P 30 NBC CL | | | | | | | | | | | | | | A 11 152 160 | 4.1 14 305 | 1646 358 | 420 | 218 | 336 | 269 | 20 | 59 | 318 | 17 | 99 | 128 | 137 | 173 | 173 | 71 | 735 | 439 | | | |
| | | | | | | | | | | | | | | B 77 78 | 5.1 18 380 | 1530 286 66 | 344 175 | 251 | 197 | 20 | 64 | 245 | 92 | 147 | 110 | 44 | 81 | 218 | 112 | 723 | 445 | | | | |
| BUGS BUNNY/ROAD RUNNER 1 SAT. 9.00A 30 CBS CA | | | | | | | | | | | | | | A 18 197 198 | 8.1 35 603 | 1710 271 121 | 322 173 | 246 | 150 | 36 | 62 | 285 | 119 | 176 | 125 | 32 | 80 | 214 | 103 | 889 | 530 | | | | |
| | | | | | | | | | | | | | | B 99 99 | 7.9 35 589 | 1708 290 108 | 332 188 | 253 | 155 | 33 | 62 | 272 | 159 | 205 | 140 | 18 | 45 | 196 | 84 | 908 | 526 | | | | |
| BUGS BUNNY/ROAD RUNNER 2 SAT. 9.30A 30 CBS CA | | | | | | | | | | | | | | A 18 197 198 | 10.2 39 760 | 1634 305 80 | 333 186 | 263 | 146 | 27 | 57 | 296 | 134 | 194 | 128 | 34 | 72 | 233 | 99 | 772 | 449 | | | | |
| | | | | | | | | | | | | | | B 99 99 | 9.9 39 738 | 1691 304 101 | 345 193 | 271 | 173 | 27 | 59 | 272 | 157 | 214 | 145 | 21 | 41 | 224 | 102 | 850 | 497 | | | | |
| BUGS BUNNY/ROAD RUNNER 3 SAT. 10.00A 30 CBS CA | | | | | | | | | | | | | | A 18 197 197 | 10.9 40 812 | 1771 318 85 | 356 213 | 308 | 171 | 32 | 32 | 371 | 187 | 237 | 149 | 49 | 95 | 279 | 110 | 765 | 451 | | | | |
| | | | | | | | | | | | | | | B 99 99 | 10.3 39 767 | 1701 311 123 | 364 211 | 293 | 181 | 22 | 52 | 299 | 172 | 223 | 151 | 28 | 53 | 227 | 97 | 811 | 459 | | | | |
| CBS SPORTS SPECTACULAR SAT. 5.00P 60 CBS SA | | | | | | | | | | | | | | A 16 145 150 | 8.4 19 626 | 1607 516 200 | 545 199 | 309 | 231 | 107 | 216 | 781 | 241 | 442 | 401 | 148 | 290 | 134 | 31 | 147 | 110 | | | | |
| | | | | | | | | | | | | | | B 85 88 | 5.7 15 425 | 1614 469 149 | 509 192 | 301 | 250 | 76 | 162 | 774 | 276 | 468 | 438 | 117 | 225 | 168 | 47 | 163 | 104 | | | | |
| 5.00 - 5.30 | | | | | | | | | | | | | | A | 7.1 17 529 | 1548 521 197 | 536 171 | 295 | 236 | 111 | 227 | 737 | 217 | 390 | 356 | 157 | 302 | 133 | 31 | 142 | 114 | | | | |
| 5.30 - 6.00 | | | | | | | | | | | | | | A | 9.7 21 723 | 1633 510 201 | 545 215 | 315 | 227 | 101 | 206 | 805 | 256 | 475 | 433 | 135 | 276 | 135 | 32 | 148 | 109 | | | | |
| CHALLENGE OF THE SEXES 2 SUN. 1.00P 45 CBS SE | | | | | | | | | | | | | | A 2 124 | 4.1 13 305 | 1544 483 | 536 | 169 | 283 | 243 | 105 | 197 | 745 | 240 | 385 | 304 | 164 | 354 | 125 | 51 | 138 | 66 | | | |
| | | | | | | | | | | | | | | B 74 | 4.8 15 358 | 1686 515 227 | 563 224 | 373 | 278 | 72 | 153 | 743 | 263 | 479 | 425 | 132 | 246 | 247 | 83 | 133 | 101 | | | | |
| 1.00 - 1.30 | | | | | | | | | | | | | | A | 3.7 12 276 | 1558 482 | 547 | 214 | 320 | 257 | 90 | 177 | 732 | 239 | 384 | 297 | 134 | 348 | 127 | 50 | 152 | 65 | | | |
| CHALLENGE-SUPERFRIENDS 1 SAT. 9.30A 30 ABC CA | | | | | | | | | | | | | | A 12 193 192 | 6.2 25 462 | 2065 190 | 190 | 146 | 190 | 126 | LT | LT | 159 | 148 | 154 | 125 | LT | LT | 323 | 73 | 1393 | 902 | | | |
| | | | | | | | | | | | | | | B 99 99 | 5.9 24 440 | 1777 200 50 | 231 111 | 164 | 123 | LT | 33 | 158 | 82 | 126 | 92 | 14 | 23 | 299 | 105 | 1089 | 639 | | | | |
| CHALLENGE SUPERFRIENDS 2 SAT. 10.00A 30 ABC CA | | | | | | | | | | | | | | A 12 193 192 | 7.4 27 551 | 1641 157 | 157 | 119 | 157 | 120 | LT | LT | 119 | 87 | 111 | 80 | LT | LT | 172 | 60 | 1193 | 800 | | | |
| | | | | | | | | | | | | | | B 99 99 | 6.9 26 514 | 1738 209 57 | 240 125 | 176 | 133 | 14 | 37 | 162 | 92 | 129 | 96 | 13 | 17 | 259 | 110 | 1077 | 643 | | | | |
| CHALLENGE-SUPERFRIENDS 3 SAT. 10.30A 30 ABC CA | | | | | | | | | | | | | | A 12 193 192 | 7.7 28 574 | 1629 162 | 176 | 119 | 155 | 130 | 21 | 21 | 145 | 75 | 112 | 87 | 13 | 26 | 196 | 90 | 1112 | 721 | | | |
| | | | | | | | | | | | | | | B 99 99 | 7.5 28 559 | 1799 213 67 | 247 123 | 179 | 152 | 9 | 41 | 188 | 103 | 137 | 103 | 19 | 36 | 264 | 126 | 1100 | 620 | | | | |
| CLUE CLUB 1 SUN. 9.30A 30 CBS CA | | | | | | | | | | | | | | A 16 57 | 2.4 12 179 | 2061 670 | 670 | 621 | 670 | 563 | LT | LT | 229 | 56 | 229 | 173 | LT | LT | 157 | 27 | 1005 | 894 | | | |
| | | | | | | | | | | | | | | B 49 | 2.0 11 149 | 1723 257 47 | 266 183 | 252 | 157 | LT | LT | 293 | 164 | 238 | 170 | LT | LT | 136 | LT | 1028 | 620 | | | | |
| CLUE CLUB 2 SUN. 8.30A 30 CBS CA | | | | | | | | | | | | | | A 1 43 | 1.6 13 119 | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | B 36 | 1.6 13 119 | | | | | | | | | | | | | | | | | | | | |
| DAFFY DUCK SAT. 10.30A 30 NBC CA | | | | | | | | | | | | | | A 12 195 197 | 6.7 24 499 | 1786 385 110 | 495 274 | 363 | 299 | 26 | 62 | 321 | 121 | 182 | 184 | LT | 91 | 254 | 77 | 716 | 450 | | | | |
| | | | | | | | | | | | | | | B 96 98 | 7.2 26 536 | 1763 281 98 | 369 229 | 293 | 210 | 23 | 39 | 272 | 134 | 190 | 157 | 14 | 53 | 252 | 106 | 870 | 532 | | | | |
| FABULOUS FUNNIES SAT. 12.00N 30 NBC CA | | | | | | | | | | | | | | A 18 180 183 | 5.3 19 395 | 2084 477 110 | 548 254 | 423 | 313 | 54 | 102 | 457 | 86 | 207 | 187 | 57 | 209 | 244 | 115 | 835 | 489 | | | | |
| | | | | | | | | | | | | | | B 92 92 | 5.4 20 402 | 1691 280 74 | 347 194 | 267 | 196 | 22 | 58 | 251 | 126 | 176 | 105 | 18 | 59 | 228 | 102 | 865 | 536 | | | | |
| FACE THE NATION SUN. 11.30A 30 CBS CC | | | | | | | | | | | | | | A 18 146 155 | 3.7 13 276 | 1402 638 97 | 670 84 | 188 | 183 | 110 | 464 | 550 | 149 | 231 | 271 | 73 | 261 | 51 | LT | 131 | 79 | | | | |
| | | | | | | | | | | | | | | B 90 92 | 3.4 13 253 | 1455 541 153 | 604 134 | 233 | 217 | 111 | 336 | 627 | 161 | 302 | 316 | 111 | 277 | 59 | 19 | 165 | 107 | | | | |
| FANGFACE SAT. 11.00A 30 ABC CA | | | | | | | | | | | | | | A 12 187 185 | 7.1 27 529 | 1811 275 84 | 279 131 | 214 | 145 | 15 | 65 | 199 | 107 | 152 | 96 | 20 | 36 | 265 | 78 | 1068 | 753 | | | | |
| | | | | | | | | | | | | | | B 98 98 | 6.6 26 492 | 1747 251 59 | 297 142 | 213 | 167 | 14 | 51 | 204 | 125 | 165 | 116 | 14 | 26 | 277 | 128 | 969 | 581 | | | | |
| FANTASTIC FOUR SAT. 8.30A 30 NBC CA | | | | | | | | | | | | | | A 12 195 194 | 3.5 21 261 | 1705 250 | 323 | 161 | 253 | 209 | LT | 40 | 237 | 142 | 191 | 119 | LT | 19 | 194 | 53 | 951 | 751 | | | |
| | | | | | | | | | | | | | | B 97 97 | 4.0 23 298 | 1766 258 102 | 286 154 | 198 | 187 | 27 | 48 | 218 | 122 | 181 | 113 | 19 | 30 | 145 | 64 | 1117 | 724 | | | | |

INSUFFICIENT FOR REPORTING

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1979 REPORT

| PROGRAM NAME | | | | | | | | | | T/C THIS SEASON | | NO. OF STATIONS & PROGRAM COVERAGE | | KEY | HOUSEHOLD AUDIENCES | | AUDIENCE COMPOSITION | | | | | | | | | | | | | | | | | | | | |
|---|-----|------------|-----|-----|------------|------|------|-------------------|-------------------|--------------------|--------------------------|---|-------|------|---------------------|-------|----------------------|-------|-------|-------|-------|--------------------------|----------------------------|-------|------|------|------|------|------|-----|------|------|------|-------|------|--|--|
| WK # | DAY | START TIME | DUR | NET | PROG. TYPE | WK 1 | WK 2 | AVG. AUD. SHARE % | AVG. AUD. SHARE % | TOTAL PERSONS (2+) | LADY WORK-ING HOUSE WOM. | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | | | | | TEENS (12-17) TOTAL FEM. | CHILDREN (2-11) TOTAL 6-11 | | | | | | | | | | | | | | |
| | | | | | | | | | | | | 18-34 | 18-49 | | 25-54 | 55-64 | 55+ | TOTAL | 18-34 | 18-49 | 25-54 | | | 55-64 | 55+ | | | | | | | | | | | | |
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FAT ALBERT AND COSBY KIDS SAT. 12.30P 30 CBS CA | | | | | | | | | | 17 | 190 | 191 | A | 8.4 | 28 | 626 | 1839 | 388 | 67^ | 421 | 239 | 309 | 171^ | 31^ | 112^ | 399 | 184^ | 281 | 199 | 33^ | 94^ | 240 | 83^ | 779 | 448 | | |
| | | | | | | | | | | | | | B | 7.7 | 27 | 574 | 1626 | 343 | 128 | 388 | 205 | 279 | 190 | 25 | 73 | 269 | 133 | 204 | 144 | 20 | 47 | 252 | 100 | 717 | 427 | | |
| FESTIVAL OF LIVELY ARTS(S) 2 SAT. 1.00P 60 CBS CL | | | | | | | | | | | 153 | 88 | A | 4.8 | 16 | 358 | 1193 | 553^ | 106^ | 553^ | 313^ | 313^ | 318^ | LT | 170^ | 167^ | 148^ | 148^ | 148^ | 19^ | 19^ | 110^ | 67^ | 363^ | 226^ | | |
| 1.00 - 1.30 | | | | | | | | | | | | | A | 5.0 | 17 | 373 | 1185 | 549^ | 110^ | 549^ | 346^ | 346^ | 348^ | LT | 131^ | 149^ | 149^ | 149^ | 149^ | LT | LT | 138^ | 94^ | 349^ | 222^ | | |
| 1.30 - 2.00 | | | | | | | | | | | | | A | 4.6 | 15 | 343 | 1184 | 552^ | 103^ | 552^ | 275^ | 275^ | 286^ | LT | 211^ | 184^ | 143^ | 143^ | 143^ | 41^ | 41^ | 72^ | 35^ | 376^ | 230^ | | |
| GALAXY GOOF-UPS SAT. 8.00A 30 NBC CA | | | | | | | | | | 12 | 194 | 192 | A | 2.0 | 18 | 149 | 1268 | 141^ | 88^ | 141^ | 74^ | 74^ | 108^ | LT | 33^ | 161^ | 73^ | 100^ | 147^ | LT | LT | 74^ | LT | 892 | 698^ | | |
| | | | | | | | | | | | | | B | 2.2 | 18 | 164 | 1452 | 223 | 114 | 230 | 126 | 151 | 159 | LT | 48 | 157 | 90 | 127 | 108 | LT | LT | 139 | 73 | 926 | 521 | | |
| GODZILLA SUPER 90 I SAT. 9.00A 30 NBC CA | | | | | | | | | | 12 | 202 | 203 | A | 5.0 | 22 | 373 | 1925 | 232^ | 100^ | 374 | 237^ | 301^ | 166^ | LT | 46^ | 246^ | 67^ | 104^ | 97^ | LT | 109^ | 127^ | 31^ | 1178 | 791 | | |
| | | | | | | | | | | | | | B | 5.4 | 24 | 402 | 1754 | 226 | 98 | 268 | 158 | 201 | 168 | 14 | 39 | 171 | 69 | 116 | 86 | 20 | 48 | 167 | 71 | 1148 | 717 | | |
| GODZILLA SUPER 90 II SAT. 9.30A 30 NBC CA | | | | | | | | | | 12 | 202 | 203 | A | 6.0 | 23 | 447 | 1902 | 303 | 80^ | 455 | 314 | 366 | 253^ | LT | 48^ | 196^ | 74^ | 131^ | 116^ | LT | 39^ | 145^ | 42^ | 1106 | 770 | | |
| | | | | | | | | | | | | | B | 6.3 | 25 | 469 | 1782 | 231 | 93 | 291 | 186 | 221 | 181 | 13 | 38 | 160 | 68 | 107 | 84 | 23 | 42 | 196 | 75 | 1135 | 730 | | |
| GODZILLA SUPER 90 III SAT. 10.00A 30 NBC CA | | | | | | | | | | 12 | 202 | 203 | A | 6.0 | 22 | 447 | 1817 | 332 | 82^ | 469 | 318 | 387 | 274^ | LT | 49^ | 240^ | 83^ | 167^ | 167^ | LT | 46^ | 144^ | 40^ | 964 | 615 | | |
| | | | | | | | | | | | | | B | 6.5 | 25 | 484 | 1784 | 245 | 98 | 318 | 209 | 259 | 198 | LT | 31 | 201 | 100 | 151 | 127 | 16 | 33 | 225 | 77 | 1040 | 635 | | |
| IN THE NEWS- 8.26AM SAT. 8.26A 3 CBS N | | | | | | | | | | 18 | 190 | 190 | A | 5.3 | 37 | 395 | 1749 | 186^ | 56^ | 186^ | 55^ | 125^ | 131^ | 18^ | 44^ | 244^ | 91^ | 135^ | 166^ | LT | 46^ | 253^ | 105^ | 1066 | 661 | | |
| | | | | | | | | | | | | | B | 5.2 | 36 | 387 | 1659 | 251 | 85 | 270 | 141 | 202 | 162 | 40 | 55 | 246 | 125 | 163 | 151 | LT | 51 | 168 | 59 | 975 | 653 | | |
| IN THE NEWS- 8.56AM SAT. 8.56A 3 CBS N | | | | | | | | | | 18 | 191 | 191 | A | 6.3 | 32 | 469 | 1989 | 250^ | 96^ | 250^ | 103^ | 181^ | 151^ | 32^ | 54^ | 207^ | 46^ | 88^ | 135^ | LT | 52^ | 371 | 172^ | 1161 | 761 | | |
| | | | | | | | | | | | | | B | 6.4 | 33 | 477 | 1653 | 258 | 86 | 280 | 156 | 220 | 166 | 28 | 48 | 246 | 120 | 168 | 147 | 10 | 50 | 197 | 78 | 930 | 576 | | |
| IN THE NEWS SAT. 9.26AM 9.26A 3 CBS N | | | | | | | | | | 18 | 197 | 198 | A | 8.6 | 36 | 641 | 1652 | 274 | 121^ | 323 | 178^ | 252 | 155^ | 33^ | 59^ | 276 | 116^ | 172^ | 119^ | 33^ | 76^ | 204 | 100^ | 849 | 503 | | |
| | | | | | | | | | | | | | B | 8.7 | 37 | 648 | 1695 | 294 | 108 | 334 | 195 | 259 | 153 | 28 | 59 | 278 | 163 | 219 | 142 | 19 | 41 | 202 | 87 | 881 | 508 | | |
| IN THE NEWS- 9.59AM SAT. 9.59A 3 CBS N | | | | | | | | | | 18 | 197 | 198 | A | 10.3 | 38 | 767 | 1703 | 303 | 82^ | 344 | 219 | 296 | 150^ | 29^ | 38^ | 327 | 162^ | 212 | 135^ | 37^ | 78^ | 259 | 108^ | 773 | 456 | | |
| | | | | | | | | | | | | | B | 10.2 | 39 | 760 | 1717 | 312 | 114 | 359 | 209 | 288 | 180 | 21 | 54 | 287 | 169 | 222 | 150 | 24 | 44 | 218 | 97 | 853 | 489 | | |
| IN THE NEWS-10.26AM SAT. 10.26A 3 CBS N | | | | | | | | | | 18 | 197 | 197 | A | 11.0 | 40 | 820 | 1789 | 335 | 87^ | 374 | 208 | 319 | 186 | 32^ | 32^ | 385 | 188 | 242 | 150^ | 56^ | 104^ | 288 | 104^ | 742 | 449 | | |
| | | | | | | | | | | | | | B | 10.0 | 37 | 745 | 1680 | 309 | 123 | 361 | 205 | 285 | 180 | 22 | 52 | 308 | 177 | 229 | 146 | 29 | 56 | 234 | 100 | 777 | 436 | | |
| IN THE NEWS-11.33AM SAT. 11.33A 3 CBS N | | | | | | | | | | 18 | 193 | 193 | A | 9.5 | 34 | 708 | 1640 | 260 | 100^ | 293 | 161^ | 231 | 184 | 32^ | 32^ | 336 | 185 | 236 | 100^ | 53^ | 94^ | 277 | 104^ | 734 | 411 | | |
| | | | | | | | | | | | | | B | 8.9 | 33 | 663 | 1673 | 324 | 133 | 386 | 217 | 292 | 209 | 27 | 60 | 278 | 149 | 198 | 121 | 26 | 63 | 228 | 98 | 781 | 438 | | |
| IN THE NEWS-11.56AM SAT. 11.56A 3 CBS N | | | | | | | | | | 18 | 193 | 193 | A | 8.8 | 32 | 656 | 1707 | 280 | 98^ | 330 | 178^ | 270 | 206 | 28^ | 28^ | 319 | 155^ | 218 | 106^ | 58^ | 94^ | 292 | 135^ | 766 | 390 | | |
| | | | | | | | | | | | | | B | 8.4 | 31 | 626 | 1684 | 327 | 131 | 391 | 214 | 293 | 205 | 22 | 63 | 274 | 145 | 195 | 123 | 30 | 60 | 221 | 100 | 798 | 456 | | |
| IN THE NEWS-12.26PM SAT. 12.26P 3 CBS N | | | | | | | | | | 18 | 184 | 184 | A | 6.6 | 23 | 492 | 1530 | 373 | 47^ | 397 | 249^ | 310 | 204^ | 32^ | 62^ | 286 | 113^ | 182^ | 160^ | 20^ | 86^ | 162^ | 59^ | 685 | 370 | | |
| | | | | | | | | | | | | | B | 6.5 | 24 | 484 | 1534 | 330 | 111 | 384 | 207 | 270 | 178 | 25 | 88 | 254 | 116 | 164 | 131 | 27 | 70 | 232 | 94 | 664 | 403 | | |
| IN THE NEWS-12.56PM SAT. 12.56P 3 CBS N | | | | | | | | | | 17 | 190 | 191 | A | 8.2 | 27 | 611 | 1877 | 399 | 76^ | 428 | 225 | 302 | 171^ | 34^ | 126^ | 435 | 195^ | 313 | 207 | 32^ | 101^ | 286 | 130^ | 728 | 424 | | |
| | | | | | | | | | | | | | B | 7.4 | 26 | 551 | 1578 | 338 | 128 | 381 | 193 | 261 | 178 | 30 | 84 | 267 | 133 | 207 | 146 | 19 | 44 | 249 | 106 | 681 | 399 | | |
| IN THE NEWS 1 SAT. 1.26P 3 CBS N | | | | | | | | | | 14 | 161 | 83 | A | 6.5 | 20 | 484 | 1628 | 360^ | LT | 407^ | 187^ | 276^ | 218^ | 131^ | 131^ | 396^ | 70^ | 210^ | 210^ | 59^ | 186^ | 362^ | 48^ | 463^ | 219^ | | |
| | | | | | | | | | | | | | B | 5.3 | 17 | 395 | 1568 | 364 | 131 | 410 | 196 | 259 | 182 | 56 | 113 | 323 | 163 | 242 | 163 | 28 | 61 | 241 | 88 | 594 | 368 | | |
| IN THE NEWS- 2 SUN. 8.26A 3 CBS N | | | | | | | | | | 1 | 50 | 45 | A | 1.2 | 13 | 89 | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | B | 1.2 | 13 | 89 | | | | | | | | | | | | | | | | | | | | | |
| IN THE NEWS- 2 SUN. 8.56A 3 CBS N | | | | | | | | | | 1 | 43 | 36 | A | 1.7 | 13 | 127 | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | B | 1.7 | 13 | 127 | | | | | | | | | | | | | | | | | | | | | |
| IN THE NEWS- 1 SUN. 9.26A 3 CBS N | | | | | | | | | | 16 | 66 | 54 | A | 2.3 | 13 | 171 | 2480 | 660^ | LT | 660^ | 544^ | 660^ | 521^ | LT | LT | 181^ | LT | 181^ | 181^ | LT | LT | 375^ | LT | 1264^ | 820^ | | |
| | | | | | | | | | | | | | B | 1.8 | 11 | 134 | 1752 | 285 | 36 | 301 | 212 | 264 | 175 | LT | LT | 214 | 90 | 154 | 124 | LT | LT | 174 | LT | 1063 | 630 | | |

INSUFFICIENT FOR REPORTING

INSUFFICIENT FOR REPORTING

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1979 REPORT

| PROGRAM NAME | | | | | | | | | | T/C THIS SEASON | | NO. OF STATIONS & PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | AUDIENCE COMPOSITION | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------------|------|---------------|-----|-----|------------|------|------|-----|-------------|-----------------|-------------------|------------------------------------|-----------------------------|---|-------|----------------------|-------|-------|------|-------|-------|-------|-------|-------|---------------|------------|-----------------|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|------|------|
| WK # | DAY | START TIME | DUR | NET | PROG. TYPE | WK 1 | WK 2 | KEY | AVG. AUD. % | AVG. SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY WORK-ING OF HOUSE WOM. | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | | | | | | TEENS (12-17) | | CHILDREN (2-11) | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | TOTAL | 18-34 | 18-49 | 25-54 | 55-64 | 55+ | TOTAL | 18-34 | 18-49 | 25-54 | 55-64 | 55+ | TOTAL FEM. | TOTAL A-11 | | | | | | | | | | | | | | | | |
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| IN THE NEWS- 9.56AM-SUN. | | | | | | | | | | | | | | | | | | 16 | 57 | A | 2.5 | 12 | 186 | 2435 | 733A | LT | 733A | 672A | 733A | 587A | LT | LT | 472A | 278V | 472A | 194V | LT | LT | 149V | 47V | 1081A | 974A | |
| 1 | SUN. | 9.56A | 3 | CBS | N | 49 | | B | 2.2 | 12 | 164 | 1756 | 262 | 49 | 269 | 195 | 252 | 153 | | 302 | 172 | 253 | 172 | LT | LT | 148 | LT | 1037 | 621 | | | | | | | | | | | | | | |
| INT'L CHAMPIONSHIP BOXING | | | | | | | | | | | | | | | | | | 2 | 161 | A | 11.1 | 26 | 827 | 1724 | 468 | 165A | 486 | 215A | 369 | 308 | 73V | 100A | 778 | 325 | 592 | 487 | 61V | 166A | 233A | 35V | 227A | 151A | |
| 2 | SUN. | 3.15P | 75 | ABC | SE | 91 | | B | 12.6 | 28 | 939 | 1858 | 508 | 162 | 546 | 236 | 388 | 301 | 68 | 128 | 832 | 310 | 555 | 506 | 93 | 206 | 237 | 103 | 243 | 176 | | | | | | | | | | | | | |
| | | 3.30 - 4.00 | | | | | | A | 10.9 | 25 | 812 | 1751 | 493 | 183A | 504 | 220A | 397 | 334 | 67V | 93A | 778 | 340 | 592 | 490 | 49V | 158A | 221A | 41V | 248A | 161A | | | | | | | | | | | | | |
| | | 4.00 - 4.30 | | | | | | A | 11.9 | 27 | 887 | 1702 | 430 | 134A | 451 | 203A | 325 | 274A | 86V | 109A | 793 | 305 | 597 | 504 | 73V | 182A | 249A | 24V | 209A | 139A | | | | | | | | | | | | | |
| ISSUES AND ANSWERS | | | | | | | | | | | | | | | | | | 15 | 151 | 154 | A | 3.5 | 12 | 261 | 1111 | 437A | 130A | 460A | 20V | 115V | 169A | 114V | 291A | 372A | 57V | 180A | 199A | 62V | 158A | 153A | LT | 126A | 38V |
| | SUN. | 12.00N | 30 | ABC | CC | 95 | 94 | B | 2.8 | 11 | 209 | 1364 | 528 | 154 | 629 | 198 | 281 | 229 | 108 | 296 | 473 | 167 | 271 | 225 | 83 | 173 | 103 | 51 | 159 | 90 | | | | | | | | | | | | | |
| KIDS ARE PEOPLE TOO II | | | | | | | | | | | | | | | | | | 18 | 126 | 122 | A | 3.9 | 17 | 291 | 1821 | 367A | 302A | 546 | 268A | 415A | 288A | LT | 87V | 324A | 200A | 300A | 148A | LT | LT | 216A | 28V | 735 | 522 |
| | SUN. | 10.30A | 30 | ABC | CL | 80 | 79 | B | 3.5 | 16 | 261 | 1788 | 398 | 139 | 453 | 233 | 329 | 263 | 23 | 93 | 289 | 143 | 225 | 163 | LT | 41 | 197 | 77 | 849 | 491 | | | | | | | | | | | | | |
| KIDS ARE PEOPLE TOO III | | | | | | | | | | | | | | | | | | 18 | 126 | 122 | A | 4.6 | 18 | 343 | 1778 | 475 | 327A | 589 | 308A | 495 | 333A | 16V | 55V | 333A | 128A | 251A | 254A | LT | 23V | 325A | 105A | 531 | 286A |
| | SUN. | 11.00A | 30 | ABC | CL | 80 | 79 | B | 3.8 | 16 | 283 | 1901 | 451 | 176 | 532 | 325 | 420 | 287 | 25 | 80 | 332 | 152 | 262 | 205 | LT | 45 | 321 | 96 | 806 | 492 | | | | | | | | | | | | | |
| MEET THE PRESS | | | | | | | | | | | | | | | | | | 16 | 129 | 172 | A | 3.8 | 14 | 283 | 1735 | 615 | 149A | 647 | 184A | 287A | 240A | 67V | 301A | 824 | 231A | 371A | 348A | 157A | 344A | 190A | 28V | 74V | 39V |
| 1 | SUN. | 12.00N | 30 | NBC | CC | 81 | 91 | B | 3.1 | 13 | 231 | 1429 | 502 | 108 | 553 | 117 | 195 | 170 | 96 | 315 | 653 | 195 | 317 | 270 | 122 | 292 | 101 | LT | 122 | 70 | | | | | | | | | | | | | |
| 2 | SUN. | 12.30P | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| METRIC MARVELS-10:27AM | | | | | | | | | | | | | | | | | | 13 | 203 | 203 | A | 5.8 | 21 | 432 | 1752 | 331 | 90A | 451 | 305 | 370 | 265A | LT | 53V | 238A | 82A | 166A | 174A | LT | 42V | 128A | 51V | 935 | 579 |
| | SAT. | 10.27A | 2 | NBC | 1A | 99 | 99 | B | 6.2 | 24 | 462 | 1771 | 248 | 91 | 312 | 184 | 237 | 174 | 21 | 48 | 193 | 99 | 141 | 119 | 19 | 30 | 220 | 91 | 1046 | 655 | | | | | | | | | | | | | |
| METRIC MARVELS-11:57AM | | | | | | | | | | | | | | | | | | 18 | 198 | 198 | A | 4.5 | 16 | 335 | 1976 | 502 | 45V | 612 | 261A | 377 | 329A | 63V | 169A | 462 | 122A | 209A | 229A | 50V | 180A | 343A | 133A | 559 | 395 |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SAT. 11.57A 2 NBC 1A 93 92 | | | | | | | | | | | | | | | | | | B | 5.2 | 20 | 387 | 1615 | 265 | 64 | 334 | 187 | 240 | 179 | 31 | 63 | 215 | 93 | 137 | 110 | 21 | 52 | 253 | 109 | 813 | 495 | | | |
| METRIC MARVELS-10:57AM | | | | | | | | | | | | | | | | | | 12 | 195 | 197 | A | 6.3 | 22 | 469 | 1780 | 395 | 114A | 497 | 248A | 342 | 302 | 32V | 66V | 344 | 112A | 178A | 191A | LT | 112A | 265 | 73A | 674 | 437 |
| | SAT. | 10.57A | 2 | NBC | 1A | 96 | 98 | B | 7.1 | 26 | 529 | 1717 | 289 | 104 | 379 | 237 | 293 | 208 | 27 | 44 | 271 | 139 | 189 | 142 | 11 | 57 | 252 | 102 | 815 | 492 | | | | | | | | | | | | | |
| NBA BASKETBALL GAME | | | | | | | | | | | | | | | | | | 3 | 167 | 159 | A | 5.9 | 16 | 440 | 1598 | 455 | 211A | 487 | 147A | 271A | 275A | 86A | 163A | 840 | 334 | 461 | 468 | 136A | 281A | 70V | 12V | 201A | 175A |
| 1 | SUN. | 12.00N | 124 | CBS | SE | 95 | 93 | B | 5.8 | 15 | 432 | 1542 | 432 | 217 | 483 | 153 | 264 | 241 | 89 | 176 | 819 | 358 | 504 | 469 | 135 | 248 | 91 | 16 | 149 | 131 | | | | | | | | | | | | | |
| 2 | SUN. | 1.45P | 144 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 12.00 - 12.30 | | | | | | A | 4.9 | 18 | 365 | 1564 | 416A | 178A | 501A | 241A | 282A | 294A | 41V | 183A | 722 | 402A | 474A | 419A | 28V | 208A | 80V | LT | 261A | 261A | | | | | | | | | | | | | |
| | | 12.30 - 1.00 | | | | | | A | 5.1 | 17 | 380 | 1389 | 368A | 273A | 378A | 174A | 263A | 311A | 57V | 57V | 771 | 351A | 424A | 406A | 141V | 308A | 67V | LT | 173A | 173A | | | | | | | | | | | | | |
| | | 1.00 - 1.30 | | | | | | A | 5.2 | 16 | 387 | 1292 | 329A | 197A | 403A | 173A | 341A | 343A | 21V | 21V | 742 | 339A | 414A | 362A | 176A | 292A | 65V | 29V | 82V | 82V | | | | | | | | | | | | | |
| | | 1.30 - 2.00 | | | | | | A | 6.7 | 18 | 499 | 1283 | 347A | 94V | 433A | 194A | 401A | 341A | LT | 32V | 737 | 360A | 462A | 392A | 111V | 243A | 22V | LT | 91V | 91V | | | | | | | | | | | | | |
| | | 2.00 - 2.30 | | | | | | A | 6.5 | 17 | 484 | 1622 | 417A | 157A | 417A | 39V | 169A | 198A | 132A | 219A | 882 | 237A | 446A | 545 | 138A | 277A | 75V | LT | 248A | 171A | | | | | | | | | | | | | |
| | | 2.30 - 3.00 | | | | | | A | 6.3 | 15 | 469 | 1977 | 524 | 279A | 524 | 121V | 230A | 245A | 111V | 219A | 1101 | 403A | 624 | 656 | 159A | 319A | 76V | LT | 276A | 237A | | | | | | | | | | | | | |
| | | 3.00 - 3.30 | | | | | | A | 5.7 | 13 | 425 | 1847 | 540A | 256A | 540A | 130V | 224A | 253A | 126V | 233A | 1011 | 401A | 538A | 562A | 164A | 331A | 31V | LT | 265A | 236A | | | | | | | | | | | | | |
| | | 3.30 - 4.00 | | | | | | A | 5.8 | 13 | 432 | 1699 | 559A | 273A | 559A | 125V | 208A | 229A | 157A | 258A | 807 | 272A | 348A | 428A | 187A | 294A | 36V | LT | 297A | 270A | | | | | | | | | | | | | |
| NBA BASKETBALL POST | | | | | | | | | | | | | | | | | | 1 | 170 | A | 6.6 | 16 | 492 | 1675 | 568 | 71V | 615 | 266A | 429A | 258A | 68V | 149A | 876 | 364A | 501 | 409A | 107V | 318A | 37V | 24V | 147A | 147A | |
| 1 | SUN. | 2.04P | 28 | CBS | SC | 95 | | B | 6.6 | 16 | 492 | 1675 | 568 | 71 | 615 | 266 | 429 | 258 | 68 | 149 | 876 | 364 | 501 | 409 | 107 | 318 | 37 | 24 | 147 | 147 | | | | | | | | | | | | | |
| NBC'S OLYMPIC DIARY(S) | | | | | | | | | | | | | | | | | | 163 | | A | 6.2 | 18 | 462 | 1504 | 604 | 217A | 632 | 223A | 350A | 399A | 69V | 203A | 794 | 411A | 509A | 497A | 167A | 222A | 45V | LT | 33V | 33V | |
| 2 | SUN. | 1.00P | 60 | NBC | SA | 87 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 1.00 - 1.30 | | | | | | A | 5.3 | 16 | 395 | 1610 | 641 | 268A | 673 | 250A | 384A | 429A | 67V | 202A | 868 | 480A | 605A | 588A | 153V | 203A | 36V | LT | 33V | 33V | | | | | | | | | | | | | |
| | | 1.30 - 2.00 | | | | | | A | 7.0 | 19 | 522 | 1429 | 579 | 179A | 600 | 203A | 326A | 376A | 69V | 203A | 746 | 364A | 443A | 432A | 179A | 239A | 51V | 15V | 32V | 32V | | | | | | | | | | | | | |
| NCAA BASKETBALL GAME-SAT. | | | | | | | | | | | | | | | | | | 4 | 174 | 181 | A | 6.0 | 18 | 447 | 1644 | 287 | 103A | 330 | 123A | 204A | 178A | 44V | 101A | 809 | 299 | 495 | 418 | 138A | 281 | 193A | 58V | 312 | 256A |
| | SAT. | 1.30P | 120 | NBC | SE | 91 | 94 | B | 5.6 | 16 | 417 | 1683 | 345 | 120 | 398 | 144 | 223 | 197 | 47 | 151 | 794 | 311 | 478 | 426 | 125 | 259 | 200 | 48 | 291 | 250 | | | | | | | | | | | | | |
| | | 1.30 - 2.00 | | | | | | A | 5.8 | 19 | 432 | 1606 | 317 | 95A | 365 | 116A | 211A | 179A | 54V | 125A | 732 | 204A | 424 | 374 | 121A | 267A | 190A | 58V | 319 | 253A | | | | | | | | | | | | | |
| | | 2.00 - 2.30 | | | | | | A | 6.3 | 20 | 469 | 1701 | 297 | 130A | 333 | 134A | 224A | 185A | 34V | 95A | 844 | 313 | 519 | 451 | 121A | 286 | 198A | 55V | 326 | 272 | | | | | | | | | | | | | |
| | | 2.30 - 3.00 | | | | | | A | 5.8 | 17 | 432 | 1690 | 272A | 88A | 309 | 130A | 209A | 171A | 33V | 86A | 852 | 345 | 539 | 444 | 130A | 281A | 195A | 55V | 334 | 283A | | | | | | | | | | | | | |
| | | 3.00 - 3.30 | | | | | | A | 6.0 | 17 | 447 | 1568 | 276A | 92A | 314 | 115A | 173A | 170A | 52V | 104A | 803 | 333 | 491 | 404 | 184A | 292 | 185A | 66V | 266A | 214A | | | | | | | | | | | | | |

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1979 REPORT

| PROGRAM NAME | | | | | | | | | | T/C THIS SEASON | | NO. OF STATIONS & PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | AUDIENCE COMPOSITION | | | | | | | | | | | | | | | | | |
|-------------------------------------|-----|------------|-----|-----|------------|--|------|------|-----|-----------------|--------------|------------------------------------|--------------------|-----------------------------|-------|---|-------|-------|-------|-----|-------|-------|-------|-------|-------|-----|--------------------------|----------------------------|--|--|--|--|--|
| | | | | | | | | | | | | | | | | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | | | | | | | | | | | | |
| WK # | DAY | START TIME | DUR | NET | PROG. TYPE | | WK 1 | WK 2 | KEY | AVG. AUD. % | AVG. SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY WORK-ING OF HOUSE WOM. | TOTAL | 18-34 | 18-49 | 25-54 | 55-64 | 55+ | TOTAL | 18-34 | 18-49 | 25-54 | 55-64 | 55+ | TEENS (12-17) TOTAL FEM. | CHILDREN (2-11) TOTAL 6-11 | | | | | |
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NCAA BASKETBALL-NAT'L 3 176 188 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SAT. 3.30P 120 NBC SE 92 93 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.30 - 4.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.30 - 5.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5.00 - 5.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NCAA BASKETBALL-NAT'L 2 2 181 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 SUN. 2.00P 120 NBC SE 94 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.00 - 2.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.30 - 3.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.00 - 3.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.30 - 4.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PHOENIX OPEN GOLF-SAT.(S) 142 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 SAT. 4.00P 60 CBS SE 81 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.30 - 5.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PHOENIX OPEN GOLF-SUN.(S) 176 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 SUN. 2.32P 88 CBS SE 96 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.30 - 3.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.00 - 3.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.30 - 4.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PRO BOWLERS TOUR 4 185 185 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 SAT. 3.30P 94 ABC SE 95 95 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 SAT. 3.30P 90 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.30 - 4.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.30 - 5.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SCHOOLHOUSE ROCK-B.26AM 12 190 190 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SAT. 8.26A 4 ABC CA 98 98 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SCHOOLHOUSE ROCK 9.26AM 12 191 191 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SAT. 9.26A 4 ABC CA 99 99 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SCHOOLHOUSE ROCK-10.56AM 8 193 192 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SAT. 10.56A 3 ABC CA 99 99 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SCHOOLHOUSE ROCK-11.26AM 12 187 185 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SAT. 11.26A 3 ABC CA 98 98 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SCHOOLHOUSE ROCK-11.56AM 14 186 184 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SAT. 11.56A 3 ABC CA 94 94 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SCHOOLHOUSE ROCK-11.55AM 18 132 129 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SUN. 11.55A 4 ABC CA 82 82 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SCOOBY'S ALL STARS I 12 190 190 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SAT. 8.00A 30 ABC CA 98 98 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SCOOBY'S ALL STARS II 12 190 190 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SAT. 8.30A 30 ABC CA 98 98 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1979 REPORT

| PROGRAM NAME | | | | | | | | | | T/C THIS SEASON | | NO. OF STATIONS & PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | AUDIENCE COMPOSITION | | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------------|-----|------------|-----|-----|------|-------|------|------|-----|-----------------|--------------|------------------------------------|--------------------|-----------------------------|---|----------------------|----------------|-----|------|-------|------|-------|-------|--------------|---------------|------|-----------------|------|------------|------------|-----|------|------|------|------|------|------|------|------|-----|
| WK # | DAY | START TIME | DUR | NET | TYPE | PROG. | WK 1 | WK 2 | KEY | AVG. AUD. % | AVG. SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY WORK-ING OF HOUSE WOM. | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | | | | | TEENS (12-17) | | CHILDREN (2-11) | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | TOTAL | 18-34 | WOMEN 18-25-54 | | | 55-64 | 55+ | TOTAL | 18-34 | MEN 18-25-54 | | | 55-64 | 55+ | TOTAL FEM. | TOTAL 6-11 | | | | | | | | | | |
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TARZAN AND SUPER SEVEN 2 | | | | | | | | | | | | | | | 18 | 192 | 192 | A | 10.1 | 37 | 752 | 1673 | 264 | 104^ | 316 | 175 | 264 | 186 | 28^ | 28^ | 319 | 179 | 229 | 105^ | 55^ | 85^ | 225 | 86^ | 813 | 446 |
| SAT. 11.00A 30 CBS CA | | | | | | | | | | | | | | | 99 | 99 | B | 9.3 | 35 | 693 | 1667 | 304 | 123 | 365 | 215 | 281 | 200 | 23 | 52 | 264 | 145 | 190 | 113 | 30 | 59 | 232 | 91 | 806 | 456 | |
| TARZAN AND SUPER SEVEN 3 | | | | | | | | | | | | | | | 18 | 193 | 193 | A | 9.1 | 33 | 678 | 1652 | 270 | 97^ | 312 | 168^ | 251 | 195 | 31^ | 31^ | 325 | 173^ | 229 | 106^ | 53^ | 87^ | 285 | 123^ | 730 | 393 |
| SAT. 11.30A 30 CBS CA | | | | | | | | | | | | | | | 99 | 99 | B | 8.6 | 32 | 641 | 1674 | 323 | 132 | 385 | 214 | 289 | 206 | 25 | 62 | 276 | 149 | 199 | 119 | 28 | 60 | 225 | 98 | 788 | 443 | |
| 30 MINUTES | | | | | | | | | | | | | | | 12 | 165 | A | 5.7 | 18 | 425 | 2108 | 572^ | 224^ | 607 | 187^ | 364^ | 337^ | 243^ | 243^ | 426^ | 99^ | 305^ | 206^ | 57^ | 121^ | 452^ | 104^ | 623 | 352^ | |
| 1 SAT. 1.30P 30 CBS DN | | | | | | | | | | | | | | | 92 | B | 4.9 | 16 | 365 | 1620 | 448 | 155 | 499 | 222 | 331 | 257 | 49 | 133 | 342 | 138 | 233 | 169 | 40 | 97 | 284 | 109 | 495 | 296 | | |
| INSUFFICIENT FOR REPORTING | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WHAT'S NEW, MISTER MAGOO | | | | | | | | | | | | | | | 1 | 50 | A | 1.2 | 14 | 89 | 2260 | 629^ | LT | 629^ | 464^ | 559^ | 409^ | LT | 70^ | 291^ | LT | 215^ | 215^ | LT | 76^ | 409^ | LT | 931^ | 842^ | |
| 2 SUN. 8.00A 30 CBS CA | | | | | | | | | | | | | | | 45 | B | 1.2 | 14 | 89 | 1664 | 267 | 43 | 286 | 174 | 218 | 148 | LT | 52 | 251 | 95 | 181 | 122 | LT | 51 | 182 | LT | 945 | 590 | | |
| WHAT'S NEW, MISTER MAGOO | | | | | | | | | | | | | | | 16 | 66 | A | 1.7 | 11 | 127 | 2260 | 629^ | LT | 629^ | 464^ | 559^ | 409^ | LT | 70^ | 291^ | LT | 215^ | 215^ | LT | 76^ | 409^ | LT | 931^ | 842^ | |
| 1 SUN. 9.00A 30 CBS CA | | | | | | | | | | | | | | | 54 | B | 1.5 | 10 | 112 | 1664 | 267 | 43 | 286 | 174 | 218 | 148 | LT | 52 | 251 | 95 | 181 | 122 | LT | 51 | 182 | LT | 945 | 590 | | |
| YOGI'S SPACE RACE I | | | | | | | | | | | | | | | 12 | 197 | 198 | A | 4.6 | 17 | 343 | 1776 | 399 | 116^ | 478 | 189^ | 284^ | 282^ | 76^ | 135^ | 375 | 114^ | 192^ | 188^ | LT | 123^ | 231^ | 73^ | 692 | 458 |
| SAT. 11.00A 30 NBC CA | | | | | | | | | | | | | | | 93 | 92 | B | 5.5 | 20 | 410 | 1636 | 296 | 100 | 366 | 225 | 281 | 195 | 28 | 59 | 265 | 134 | 185 | 134 | 15 | 56 | 212 | 86 | 793 | 487 | |
| YOGI'S SPACE RACE II | | | | | | | | | | | | | | | 12 | 197 | 198 | A | 4.5 | 16 | 335 | 1946 | 450 | 63^ | 564 | 262^ | 367^ | 288^ | 70^ | 150^ | 418 | 138^ | 210^ | 200^ | 47^ | 158^ | 334^ | 104^ | 630 | 424 |
| SAT. 11.30A 30 NBC CA | | | | | | | | | | | | | | | 93 | 92 | B | 5.7 | 21 | 425 | 1636 | 265 | 75 | 345 | 219 | 265 | 192 | 23 | 50 | 242 | 118 | 167 | 118 | 21 | 59 | 220 | 87 | 829 | 502 | |

| | | | | | | | | | | | | | | | | |
|------------------------------------|-------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| TV HOUSEHOLDS USING TV WK 1 | 65.6 | 67.7 | 67.5 | 69.3 | 72.1 | 73.6 | 75.0 | 75.0 | 72.7 | 71.8 | 69.2 | 69.0 | 66.2 | 64.2 | 62.8 | 61.0 |
| (See Def. 1) | WK 2 | 61.8 | 63.2 | 62.9 | 63.9 | 67.5 | 68.9 | 69.3 | 69.9 | 70.1 | 70.0 | 67.4 | 65.8 | 63.1 | 61.9 | 57.6 |

NATIONAL *Nickelodeon* TV AUDIENCE ESTIMATES

EVE. TUE. JAN. 16, 1979

| WEEKLY TV AUDIENCE ESTIMATES | | | | | | | | | | | | | | | | | | | EVE. TUE. JAN. 16, 1979 | | | | |
|--|---|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------------------------|--|--|--|--|
| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 | | | | | |
| W E K 1 | ABC TV | | | | | | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | | | | | | | |
| W E K 2 | CBS TV | | | | | | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | | | | | | | |
| W E K 3 | NBC TV | | | | | | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | | | | | | | |
| W E K 4 | ABC TV | | | | | | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | | | | | | | |
| W E K 5 | CBS TV | | | | | | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | | | | | | | |
| W E K 6 | NBC TV | | | | | | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | | | | | | | |
| TV HOUSEHOLDS USING TV (See Def. 1) | | WK 1 | | 62.2 | 63.4 | 64.0 | 65.6 | 66.2 | 67.7 | 68.5 | 69.2 | 68.2 | 68.8 | 66.9 | 65.7 | 62.9 | 61.1 | 58.6 | 55.8 | | | | |
| | | WK 2 | | 61.9 | 63.5 | 64.3 | 64.8 | 65.4 | 67.1 | 66.9 | 66.4 | 64.0 | 64.1 | 63.4 | 62.8 | 61.0 | 59.1 | 57.4 | 55.3 | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | |

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. JAN. 17, 1979

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 | | | | | | | | | | | | | | | | | | |
|-----------------------------|--|------|---|------|------|------|------|------|------|------|------|------|-------------------------------------|-------|-------------------|-------|-------|--|----------------|----------------|----------------|----------------|-------|-------|-------|-------|------|------|------|------|------|------|------|------|------|------|
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | | 30,840 41.4 | | | | | | | | | | 21,460 28.8 | | | | | | | | | | | | | | | | | | | | | | | |
| | ABC TV | | Eight Is Enough | | | | | | | | | | (OP) Vegas | | | | | | | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 22,500 30.2 | | | | | | | | | | 17,430 23.4 | | | | | | | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | 44 41 * | | | | | | | | | | 46 * | | | | | | | | | | | | | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | | 26.1 | | | | | | | | | | 24.2 | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | TOTAL AUDIENCE (Households (000) & %) | | 12,520 16.8 | | | | | | | | | | 13,560 18.2 | | | | | | | 13,480 18.1 | | | | | | | | | | | | | | | | |
| | CBS TV | | Incredible Hulk | | | | | | | | | | (OP) | | One Day at a Time | | | Kaz | | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 10,210 13.7 | | | | | | | | | | 13.6* | | 10,800 14.5 | | | 14.2* | | 10,950 14.7 | | | 15.2* | | 14.3* | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | 20 21 * | | | | | | | | | | 20 * | | 21 | | | 21 * | | 22 * | | | 24 * | | 25 * | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | | 13.6 | | | | | | | | | | 13.7 | | 14.2 | | | 13.5 | | 13.7 | | | 14.7 | | 14.4 | | | 15.3 | | 15.2 | | 14.5 | | 14.1 | | |
| | TOTAL AUDIENCE (Households (000) & %) | | 24,140 32.4 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | NBC TV | | Wednesday Movie of the Week | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | "THE PEOPLE THAT TIME FORGOT" & "THE AMAZING WORLD OF PSYCHIC PHENOMENA" (8:00-11:00PM) (OP) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 11,990 16.1 | | | | | | | | | | 15.1* | | 15.6* | | | 17.5* | | | 16.6* | | 16.8* | | | 15.2* | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | 25 23 * | | | | | | | | | | 23 * | | 25 * | | | 24 * | | 27 * | | | 26 * | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | 23,690 31.8 | | | | | | | | | | 25,110 33.7 | | | | | | | | 23,620 31.7 | | | | | | | | | | | | | | | |
| | ABC TV | | Eight Is Enough | | | | | | | | | | Charlie's Angels | | | (OP) | | Vegas | | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 20,190 27.1 | | | | | | | | | | 25.8* | | 21,160 28.4 | | | 27.2* | | 29.6* | | 19,150 25.7 | | 24.8* | | 26.6* | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | 40 38 * | | | | | | | | | | 41 * | | 42 | | | 40 * | | 44 * | | 44 | | 41 * | | 48 * | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | | 24.7 | | | | | | | | | | 26.9 | | 28.2 | | | 28.8 | | 26.5 | | | 27.9 | | 29.8 | | 29.3 | | 24.7 | | 24.9 | | 26.9 | | 26.3 | |
| | TOTAL AUDIENCE (Households (000) & %) | | 16,020 21.5 | | | | | | | | | | 16,690 22.4 | | 14,750 19.8 | | | 16,760 22.5 | | | | | | | | | | | | | | | | | | |
| | CBS TV | | Incredible Hulk | | | | | | | | | | (OP) | | One Day at a Time | | | The Jeffersons | | | Kaz | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 12,670 17.0 | | | | | | | | | | 16.2* | | 15,050 20.2 | | | 13,410 18.0 | | 12,960 17.4 | | 16.7* | | 18.1* | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | 25 24 * | | | | | | | | | | 26 * | | 30 | | | 27 | | 30 | | 27 * | | 33 * | | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | | 15.6 | | | | | | | | | | 16.8 | | 17.8 | | | 17.8 | | 20.1 | | | 20.3 | | 17.9 | | | 18.1 | | 16.8 | | 16.6 | | 18.2 | | 18.1 |
| 2 | TOTAL AUDIENCE (Households (000) & %) | | 17,950 24.1 | | | | | | | | | | | | | | | | 11,320 15.2 | | | | | | | | | | | | | | | | | |
| | NBC TV | | Wednesday Movie of the Week | | | | | | | | | | California Girls (10:00-10:30PM) | | | | | Loyal Opposition (10:30-11:00PM)(SUS.) | | | | | | | | | | | | | | | | | | |
| | | | "MANDRAKE" (8:00-10:00PM)(OP) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 11,100 14.9 | | | | | | | | | | 15.5* | | 14.8* | | | 15.1* | | 14.3* | | 9,690 13.0 | | 12.2 | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | 22 23 * | | | | | | | | | | 21 * | | 22 * | | | 21 * | | 21 | | 21.8 | | 12.2 | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | 15.3 | | | | | | | | | | 15.7 | | 14.9 | | | 15.6 | | 14.5 | | | 14.1 | | 13.8 | | 12.2 | | | | | | | | | | |
| TV HOUSEHOLDS USING TV WK 1 | | 63.0 | 65.0 | 64.6 | 64.5 | 65.8 | 66.2 | 67.5 | 68.1 | 68.4 | 69.1 | 69.5 | 68.9 | 63.3 | 61.1 | 58.9 | 57.1 | | | | | | | | | | | | | | | | | | | |
| (See Def. 1) WK 2 | | 63.9 | 64.7 | 64.5 | 65.4 | 67.9 | 68.5 | 69.0 | 69.1 | 67.5 | 68.2 | 67.9 | 67.1 | 61.9 | 59.7 | 56.5 | 54.5 | | | | | | | | | | | | | | | | | | | |

U.S. TV Households: 74,500,000

Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. WED. JAN. 24, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. JAN. 18, 1979

| | | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 | | | | | | | | | | | | | | | | | |
|---|---|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| W E K 1 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | ABC TV | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| W E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | CBS TV | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| W E K 3 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | NBC TV | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| W E K 4 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | ABC TV | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| W E K 5 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | CBS TV | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| W E K 6 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | NBC TV | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TV HOUSEHOLDS USING TV WK 1 (See Def. 1) | | | | | | | | | | | | | | | | | | | | WK 2 | 60.0 | 61.0 | 61.7 | 64.6 | 68.1 | 68.8 | 69.3 | 69.3 | 68.7 | 68.4 | 67.4 | 66.3 | 61.9 | 59.9 | 58.5 | 57.2 |
| | | | | | | | | | | | | | | | | | | | | | 61.5 | 63.8 | 63.7 | 64.4 | 66.5 | 67.4 | 66.6 | 66.9 | 66.2 | 66.1 | 67.1 | 66.3 | 61.4 | 60.5 | 59.6 | 58.3 |

U.S. TV Households: 74,500,000. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. JAN. 19, 1979

| | | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 | |
|------------------------|---|------|----------------|------|------|------|------|------|------|------|------|----------------|------|------|-------|-------|-------|-------|-------|--|
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | | 16,690 22.4 | | | | | | | | | 21,610 29.0 | | | | | | | | |
| | ABC TV | | | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 11,920 16.0 | | | | | | | | | 15,720 21.1 | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | 25 14.3 | | | | | | | | | 34 19.0 | | | | | | | | |
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | 22,950 30.8 | | | | | | | | | 12,220 16.4 | | | | | | | | |
| | CBS TV | | | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 15,500 20.8 | | | | | | | | | 9,610 12.9 | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | 33 18.4 | | | | | | | | | 33 21.0 | | | | | | | | |
| W E E K 3 | TOTAL AUDIENCE (Households (000) & %) | | 18,250 24.5 | | | | | | | | | 17,510 23.5 | | | | | | | | |
| | NBC TV | | | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 16,320 21.9 | | | | | | | | | 14,530 19.5 | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | 35 21.5 | | | | | | | | | 33 19.3 | | | | | | | | |
| W E E K 4 | TOTAL AUDIENCE (Households (000) & %) | | 20,930 28.1 | | | | | | | | | 22,280 29.9 | | | | | | | | |
| | ABC TV | | | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 16,240 21.8 | | | | | | | | | 14,450 19.4 | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | 36 20.2 | | | | | | | | | 32 19.0 | | | | | | | | |
| W E E K 5 | TOTAL AUDIENCE (Households (000) & %) | | 14,530 19.5 | | | | | | | | | 16,610 22.3 | | | | | | | | |
| | CBS TV | | | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 10,580 14.2 | | | | | | | | | 14,830 19.9 | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | 23 12.8 | | | | | | | | | 35 20.6 | | | | | | | | |
| W E E K 6 | TOTAL AUDIENCE (Households (000) & %) | | 17,360 23.3 | | | | | | | | | 12,370 16.6 | | | | | | | | |
| | NBC TV | | | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 15,050 20.2 | | | | | | | | | 9,830 13.2 | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | 33 19.7 | | | | | | | | | 23 12.8 | | | | | | | | |
| TV HOUSEHOLDS USING TV | | WK 1 | 58.7 | 59.2 | 60.0 | 61.5 | 62.4 | 63.3 | 62.7 | 62.9 | 63.9 | 64.6 | 64.4 | 64.0 | 60.6 | 60.0 | 59.2 | 58.2 | | |
| (See Def. 1) | | WK 2 | 55.8 | 56.6 | 57.0 | 58.6 | 60.8 | 61.2 | 61.1 | 61.3 | 61.1 | 60.4 | 59.5 | 59.6 | 58.1 | 57.6 | 57.5 | 57.3 | | |

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. JAN. 20, 1979

| | | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 |
|------------------------|--------|--|------|------|------|------|----------------|-------|----------------|------|-------|-------|----------------|-------|-------|-------|-------|-------|-------|
| W | ABC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 19,070 25.6 | | | | | | 20,490 27.5 | | | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | | | | | 15,650 21.0 | | | | | | 14,230 19.1 | | | | | | |
| | | SHARE OF AUDIENCE % | | | | | 21.0 | 20.1* | | | 21.9* | | 18.7* | | 18.8* | | 19.2* | | 19.7* |
| | | AVG. AUD. BY 1/4 HR. % | | | | | 34 | 33 * | | | 35 * | | 32 | | 31 * | | 33 * | | 35 * |
| E | CBS TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 13,780 18.5 | | | | | | 20,340 27.3 | | | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | | | | | 11,550 15.5 | | | | | | 13,110 17.6 | | | | | | |
| | | SHARE OF AUDIENCE % | | | | | 25 | 15.0* | | | 15.9* | | 18.8* | | 18.5* | | 17.0* | | 16.0* |
| | | AVG. AUD. BY 1/4 HR. % | | | | | 14.7 | 15.3 | 15.7 | 16.1 | 18.0 | 19.6 | 19.0 | 18.0 | 30 * | 17.4 | 29 * | 16.5 | 29 * |
| K | NBC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 16,690 22.4 | | | | | | 20,860 28.0 | | | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | | | | | 13,930 18.7 | | | | | | 13,410 18.0 | | | | | | |
| | | SHARE OF AUDIENCE % | | | | | 30 | 18.3* | | | 19.0* | | 19.0* | | 19.1* | | 17.4* | | 16.5* |
| | | AVG. AUD. BY 1/4 HR. % | | | | | 18.2 | 18.4 | 18.7 | 19.3 | 19.1 | 18.9 | 19.2 | 19.1 | 31 * | 17.6 | 30 * | 16.9 | 30 * |
| W | ABC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 15,270 20.5 | | 23,100 31.0 | | | | 20,930 28.1 | | | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | | | | | 13,930 18.7 | | 16,020 21.5 | | | | 17,510 23.5 | | | | | | |
| | | SHARE OF AUDIENCE % | | | | | 31 | | 35 | | | 26.6* | 23.5 | 23.1* | | | 23.8* | | |
| | | AVG. AUD. BY 1/4 HR. % | | | | | 18.4 | 18.9 | 15.7 | 17.0 | 26.1 | 43 * | 40 | 39 * | 23.0 | 23.9 | 41 * | 23.7 | |
| E | CBS TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 16,090 21.6 | | | | | | 19,220 25.8 | | | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | | | | | 12,220 16.4 | | | | | | 12,370 16.6 | | | | | | |
| | | SHARE OF AUDIENCE % | | | | | 27 | 15.4* | | | | 14.9* | | 16.6* | | | 16.3* | | |
| | | AVG. AUD. BY 1/4 HR. % | | | | | 15.5 | 15.3 | 17.5 | 17.2 | 14.5 | 24 * | 28 | 28 * | 28 * | 16.4 | 28 * | 20.4 | 15.2 |
| K | NBC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 19,890 26.7 | | | | | | 18,770 25.2 | | | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | | | | | 15,940 21.4 | | | | | | 10,280 13.8 | | | | | | |
| | | SHARE OF AUDIENCE % | | | | | 35 | 20.5* | | | | 14.0* | | 13.1* | | | 12.8* | | 15.6* |
| | | AVG. AUD. BY 1/4 HR. % | | | | | 19.6 | 21.3 | 22.5 | 22.2 | 14.8 | 23 * | 24 | 22 * | 22 * | 12.9 | 22 * | 15.9 | 29 * |
| TV HOUSEHOLDS USING TV | | | WK 1 | 56.8 | 58.1 | 59.0 | 60.0 | 60.7 | 61.2 | 61.5 | 62.3 | 61.8 | 62.2 | 61.7 | 60.6 | 58.8 | 57.9 | 56.3 | 55.2 |
| (See Def. 1) | | | WK 2 | 56.5 | 57.6 | 58.4 | 59.5 | 60.0 | 61.1 | 60.9 | 61.1 | 61.6 | 61.6 | 59.5 | 59.0 | 58.6 | 58.0 | 54.9 | 51.1 |

U.S. TV Households: 74,500,000

* Half-hour ratings (for immediately preceding and subsequent quarter hours)

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. SAT. JAN. 27, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. JAN. 21, 1979

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 |
|--|----------------|-------|--|----------------|--|----------------|--|----------------|---------------------------|----------------|-------|-------|--|-------|----------------|--|-------|
| TOTAL AUDIENCE (Households (000) & %) | | | 10,430 14.0 | | 20,260 27.2 | | | | 26,080 35.0 | | | | | | | | |
| ABC TV | | | The Puppy Who Wanted a Boy (SUS.) | | Phenomenon of Benji (7:30-8:00PM)(R) | | Battlestar: Galactica | | (OP) | | | | ABC Sunday Night Movie "THE LONGEST YARD" (9:00-11:26PM)(R) | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 8,940 12.0 | | 15,790 21.2 | | 19.5* | | 22.8* | 18,330 24.6 | 22.1* | | 24.1* | | 25.0* | | 26.3* |
| SHARE OF AUDIENCE % | | | 17 | | 30 | | 28 * | | 32 * | 39 | 33 * | | 36 * | | 40 * | | 44 * |
| AVG. AUD. BY 1/4 HR. % | | | 10.8 | 13.3 | 18.2 | 20.9 | 22.0 | 23.6 | 21.2 | 23.0 | 23.7 | 24.5 | 25.0 | 25.1 | 25.7 | 26.5 | |
| W | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 16,610 22.3 | | | | 19,440 26.1 | | 23,100 31.0 | | 28,830 38.7 | | | | | | | | |
| CBS TV | | | 60 Minutes | | All in The Family | | Alice | | (OP) | | | | CBS Sunday Night Movie "BLACK SUNDAY" (9:00-12:00MD) | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 11,850 15.9 | 15.0* | | 16.9* | 16,910 22.7 | | 20,710 27.8 | | 15,200 20.4 | 22.4* | | 19.3* | | 18.4* | | 20.3* | |
| SHARE OF AUDIENCE % | 23 | 22 * | | 24 * | 33 | | 39 | | 35 | 33 * | | 29 * | | 29 * | | 34 * | |
| AVG. AUD. BY 1/4 HR. % | 14.5 | 15.4 | 15.7 | 18.1 | 21.0 | 24.4 | 26.1 | 29.6 | 24.4 | 20.5 | 19.9 | 18.8 | 18.4 | 18.4 | 19.7 | 21.0 | |
| K | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | 27,710 37.2 | 18,250 24.5 | | 20,190 27.1 | | | | | | | | 11,320 15.2 | | |
| NBC TV | | | Super Bowl XIII Game "PITTSBURGH VS. DALLAS" (4:00-7:50PM)(1) | | (2) | | Brothers and Sisters (8:12-8:42PM) | | | | | | Centennial (8:42-10:42PM)(1) (OP) | | | Weekend (10:42-11:42PM) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | 23,690 31.8 | 15,650 21.0 | | 13,260 17.8 | | | 17.9* | | 18.5* | | 18.9* | 6,780 9.1 | | |
| SHARE OF AUDIENCE % | | | | 47.7* | 31.8 | | 27 | | | 26 * | | 28 * | | 29 * | 16 | | |
| AVG. AUD. BY 1/4 HR. % | 47.7 | 47.6 | 47.7 | 35.6 | 22.7 | 21.1 | 16.1 | 15.1 | 17.6 | 18.2 | 18.5 | 18.6 | 19.1 | 18.7 | 10.0 | 9.1 | |
| W | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 16,090 21.6 | | | | 17,730 23.8 | | | | 24,140 32.4 | | | | | | | | |
| ABC TV | | | Osmond Family Show | | Battlestar: Galactica | | (OP) | | | | | | ABC Sunday Night Movie "TAXI DRIVER" (9:00-11:00PM) | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 12,140 16.3 | 15.3* | | 17.2* | 14,900 20.0 | 19.9* | 20.0* | | 16,390 22.0 | 22.2* | | 21.4* | | 23.0* | | 21.5* | |
| SHARE OF AUDIENCE % | 25 | 24 * | | 26 * | 29 | 29 * | 29 * | | 34 | 33 * | | 32 * | | 36 * | | 34 * | |
| AVG. AUD. BY 1/4 HR. % | 14.9 | 15.8 | 16.7 | 17.6 | 19.8 | 20.0 | 20.1 | 22.2 | 22.2 | 21.3 | 21.4 | 23.1 | 22.9 | 22.6 | 20.5 | | |
| W | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 24,880 33.4 | | | | 21,530 28.9 | | 20,790 27.9 | | 23,910 32.1 | | | | | | | | |
| CBS TV | | | 60 Minutes | | All in The Family | | Alice | | (OP) | | | | CBS Sunday Night Movie "AND YOUR NAME IS JONAH" (9:00-10:57PM) | | | (3) | |
| AVERAGE AUDIENCE (Households (000) & %) | 21,460 28.8 | 28.0* | | 29.6* | 19,890 26.7 | 19,440 26.1 | | 17,660 23.7 | 22.6* | | 23.1* | | 24.3* | | 25.0* | | |
| SHARE OF AUDIENCE % | 44 | 44 * | | 44 * | 39 | 38 | | 36 | 34 * | | 35 * | | 38 * | | 40 * | | |
| AVG. AUD. BY 1/4 HR. % | 26.8 | 29.2 | 29.9 | 29.3 | 25.8 | 27.6 | 25.8 | 26.4 | 22.6 | 22.6 | 23.1 | 23.2 | 24.0 | 24.6 | 24.8 | 25.3 | |
| K | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 14,530 19.5 | | | | 20,450 27.5 | | | | | | | | 15,200 20.4 | | | | |
| NBC TV | | | Wonderful World of Disney "SHADOW OF FEAR" Pt. 1 | | | | | | Centennial (OP) | | | | | | | Bob Hope Special (10:00-11:00PM) | |
| AVERAGE AUDIENCE (Households (000) & %) | 12,140 16.3 | 15.5* | | 17.1* | 13,480 18.1 | 17.5* | | 17.7* | 18.8* | | 18.3* | | 16.5* | | 16.6* | | |
| SHARE OF AUDIENCE % | 25 | 25 * | | 26 * | 27 | 26 * | | 26 * | 28 * | | 28 * | | 26 * | | 27 * | | |
| AVG. AUD. BY 1/4 HR. % | 14.8 | 16.2 | 16.9 | 17.4 | 17.8 | 17.2 | 17.6 | 17.7 | 18.9 | 18.6 | 18.6 | 18.0 | 16.4 | 16.6 | 16.5 | 16.6 | |
| TV HOUSEHOLDS USING TV WK 1 (See Def. 1) | 67.4 | 69.3 | 70.4 | 69.9 | 69.5 | 69.7 | 70.2 | 70.8 | 67.9 | 67.0 | 66.8 | 65.6 | 63.3 | 61.6 | 60.9 | 58.6 | |
| | 61.6 | 64.5 | 66.0 | 67.1 | 67.8 | 68.7 | 68.5 | 69.4 | 67.6 | 66.9 | 66.4 | 65.7 | 64.4 | 64.6 | 63.8 | 61.3 | |

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).
 (1) FOR REMAINING RATINGS, SEE OP PAGES. (3) PROMO FILL, CBS, (10:57-11:00PM)(SUS.).
 A-15 (2) "SUPER BOWL XIII POST", NBC, (7:50-8:12PM), FOR REMAINING RATINGS, SEE OP PAGES(S).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. SUN. JAN. 28, 1979

| TV HOUSEHOLDS USING TV | WK 1 | 57.5 | 53.0 | 46.9 | 39.2 | 29.3 | 24.3 | 15.9 | 35.9 | 32.5 | 28.6 | 25.9 | 22.4 | 19.5 | 17.0 | 15.2 | 13.2 |
|------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| (See Def. 1) | WK 2 | 51.0 | 42.4 | 32.2 | 28.3 | 25.1 | 22.1 | 19.6 | 35.8 | 31.6 | 27.8 | 25.3 | 22.0 | 19.0 | 16.7 | 15.1 | 13.4 |
| TV HOUSEHOLDS USING TV | WK 1 | 57.5 | 53.0 | 46.9 | 39.2 | 29.3 | 24.3 | 15.9 | 35.9 | 32.5 | 28.6 | 25.9 | 22.4 | 19.5 | 17.0 | 15.2 | 13.2 |
| (See Def. 1) | WK 2 | 51.0 | 42.4 | 32.2 | 28.3 | 25.1 | 22.1 | 19.6 | 35.8 | 31.6 | 27.8 | 25.3 | 22.0 | 19.0 | 16.7 | 15.1 | 13.4 |

MON.-FRI. 11:30 P.M. — 1:45 A.M.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 15-19, 1979

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 |
|-------------------|--|------|------|------|--------------|------|------|------|--------------|------|------|------|------|-------|-------|-------|-------|-------|
| W E K 1 | TOTAL AUDIENCE (Households (000) & %) | | | | 3,280 4.4 | | | | 4,470 6.0 | | | | | | | | | |
| | ABC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | CBS TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 3 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | NBC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 4 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | ABC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 5 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | CBS TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 6 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | NBC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 7 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | ABC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 8 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | CBS TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 9 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | NBC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 10 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | ABC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 11 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | CBS TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 12 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | NBC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 13 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | ABC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 14 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | CBS TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 15 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | NBC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 16 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | ABC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 17 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | CBS TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 18 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | NBC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 19 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | ABC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 20 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | CBS TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 21 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | NBC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 22 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | ABC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 23 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | CBS TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 24 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | NBC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 25 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | ABC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 26 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | CBS TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 27 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | NBC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 28 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | ABC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 29 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | CBS TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 30 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | NBC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 31 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | ABC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 32 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | CBS TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 33 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | NBC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 34 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | ABC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 35 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | CBS TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 36 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | NBC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 37 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | ABC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 38 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | CBS TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 39 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | NBC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| W E K 40 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | ABC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | </ | | | | | | | | | |

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 15-19, 1979

| TIME | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 | 3:00 |
|------------------|--|------------------|-------|---------------------------------|-------|----------------------|-------|------------------------------|-------|----------------------------------|------|-------------------|------------------|----------------------------|------|---------------|------|------|
| W E K 1 | TOTAL AUDIENCE (Households (000) & %) | 5,660 7.6 | | 7,750 10.4 | | 5,550 7.5 | | 6,850 9.2 | | 9,830 13.2 | | | | 9,310 12.5 | | | | |
| | ABC TV | Happy Days | | Family Feud | | \$20,000 Pyramid | | Ryan's Hope | | All My Children ⁽¹⁾ | | | One Life to Live | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 4,840 6.5 | | 6,480 8.7 | | 4,840 6.5 | | 5,960 8.0 | | 7,600 10.2 | | | | 7,000 9.4 | | | | 5.8* |
| | SHARE OF AUDIENCE % | 27 | | 32 | | 23 | | 27 | | 34 | | | | 30 | | | | 31 * |
| W E K 2 | AVG. AUD. BY 1/4 HR. % | 6.2 | | 6.8 | | 8.3 | | 9.1 | | 6.4 | | 6.7 | | 7.9 | | 8.1 | | 10.0 |
| | TOTAL AUDIENCE (Households (000) & %) | 6,850 9.2 | | 5,360 7.2 | | 7,970 10.7 | | 7,150 9.6 | | | | 8,270 11.1 | | | | 8,200 11.0 | | |
| | CBS TV | Price is Right 2 | | Love Of Life ^(OP) | | Young & the Restless | | Search for Tomorrow | | As The World Turns | | | Guiding Light | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 6,110 8.2 | | 4,920 6.6 | | 7,230 9.7 | | 6,560 8.8 | | | | 6,480 8.7 | | | | 6,480 8.7 | | 8.8* |
| W E K 3 | SHARE OF AUDIENCE % | 34 | | 25 | | 33 | | 30 | | | | 28 | | | | 29 * | | 28 * |
| | AVG. AUD. BY 1/4 HR. % | 8.1 | | 8.3 | | 6.6 | | 6.6 | | 9.5 | | 9.9 | | 8.8 | | 8.6 | | 8.6 |
| | TOTAL AUDIENCE (Households (000) & %) | 4,920 6.6 | | 5,660 7.6 | | 3,350 4.5 | | 4,400 5.9 | | 4,690 6.3 | | 7,520 10.1 | | | | 5,890 7.9 | | |
| | NBC TV | High Rollers | | Wheel of Fortune ⁽²⁾ | | Jeopardy | | Password Plus ⁽²⁾ | | Hollywood Squares ⁽³⁾ | | Days Of Our Lives | | The Doctors ⁽²⁾ | | | | |
| W E K 4 | AVERAGE AUDIENCE (Households (000) & %) | 4,170 5.6 | | 4,990 6.7 | | 2,910 3.9 | | 3,650 4.9 | | 4,100 5.5 | | 5,960 8.0 | | | | 5,290 7.1 | | |
| | SHARE OF AUDIENCE % | 23 | | 25 | | 13 | | 17 | | 19 | | 26 * | | | | 26 * | | 23 |
| | AVG. AUD. BY 1/4 HR. % | 5.6 | | 5.7 | | 6.6 | | 6.8 | | 4.0 | | 3.9 | | 4.6 | | 5.2 | | 5.2 |
| | TOTAL AUDIENCE (Households (000) & %) | 4,920 6.6 | | 7,380 9.9 | | 4,840 6.5 | | 7,150 9.6 | | 9,830 13.2 | | | | 8,940 12.0 | | | | |
| W E K 5 | ABC TV | Happy Days | | Family Feud | | \$20,000 Pyramid | | Ryan's Hope | | All My Children ⁽¹⁾ | | | One Life to Live | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 4,170 5.6 | | 6,260 8.4 | | 4,250 5.7 | | 6,180 8.3 | | 7,750 10.4 | | | | 6,850 9.2 | | | | 9.7* |
| | SHARE OF AUDIENCE % | 23 | | 30 | | 19 | | 27 | | 33 | | | | 29 | | | | 30 * |
| | AVG. AUD. BY 1/4 HR. % | 5.3 | | 5.9 | | 7.9 | | 8.8 | | 5.5 | | 5.8 | | 8.2 | | 8.4 | | 8.4 |
| W E K 6 | TOTAL AUDIENCE (Households (000) & %) | 7,150 9.6 | | 5,810 7.8 | | 9,010 12.1 | | 7,900 10.6 | | | | 8,340 11.2 | | | | 8,420 11.3 | | |
| | CBS TV | Price is Right 2 | | Love Of Life ^(OP) | | Young & the Restless | | Search for Tomorrow | | As The World Turns | | | Guiding Light | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 6,330 8.5 | | 5,360 7.2 | | 8,200 11.0 | | 7,230 9.7 | | | | 6,480 8.7 | | | | 6,480 8.7 | | 8.7* |
| | SHARE OF AUDIENCE % | 35 | | 27 | | 37 | | 32 | | | | 28 | | | | 29 * | | 27 * |
| W E K 7 | AVG. AUD. BY 1/4 HR. % | 8.2 | | 8.9 | | 7.1 | | 7.3 | | 10.9 | | 11.2 | | 9.8 | | 9.5 | | 9.5 |
| | TOTAL AUDIENCE (Households (000) & %) | 5,140 6.9 | | 6,110 8.2 | | 3,730 5.0 | | 4,100 5.5 | | 4,250 5.7 | | 7,450 10.0 | | | | 6,180 8.3 | | |
| | NBC TV | High Rollers | | Wheel of Fortune ⁽²⁾ | | Jeopardy | | Password Plus ⁽²⁾ | | Hollywood Squares | | Days Of Our Lives | | The Doctors ⁽²⁾ | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 4,620 6.2 | | 5,440 7.3 | | 3,350 4.5 | | 3,580 4.8 | | 3,650 4.9 | | 5,890 7.9 | | | | 5,740 7.7 | | |
| W E K 8 | SHARE OF AUDIENCE % | 25 | | 27 | | 15 | | 16 | | 16 | | 25 | | | | 27 * | | 24 |
| | AVG. AUD. BY 1/4 HR. % | 6.1 | | 6.2 | | 7.2 | | 7.4 | | 4.4 | | 4.6 | | 4.7 | | 4.9 | | 4.9 |
| | TOTAL AUDIENCE (Households (000) & %) | 4,620 6.2 | | 5,440 7.3 | | 3,350 4.5 | | 3,580 4.8 | | 3,650 4.9 | | 5,890 7.9 | | | | 5,740 7.7 | | |
| | TV HOUSEHOLDS USING TV WK 1 (See Def. 1) | 24.5 | 25.3 | 26.0 | 27.4 | 28.8 | 29.5 | 25.2 | 29.8 | 29.6 | 29.8 | 30.2 | 30.8 | 31.1 | 31.6 | 31.8 | 32.7 | |
| W E K 9 | TV HOUSEHOLDS USING TV WK 2 | 24.6 | 25.9 | 27.0 | 28.4 | 30.0 | 30.7 | 30.4 | 30.7 | 30.4 | 30.8 | 30.9 | 31.2 | 31.1 | 31.6 | 31.8 | 32.8 | |
| | U. S. TV Households: 74,500,000 | | | | | | | | | | | | | | | | | |
| | * Half-hour ratings (for immediately preceding and subject quarter-hours). | | | | | | | | | | | | | | | | | |
| | (1) 'ABC NEWSBRIEF', (SUS.). (2) 'HOLLYWOOD SQUARES (B)', NBC, WED., (1:00-1:30PM), FOR RATINGS, SEE OP PAGES. | | | | | | | | | | | | | | | | | |

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 15-19, 1979

| NATIONAL TV AUDIENCE ESTIMATES | | | | | | | | | | | | | | | | | | | | | | |
|--------------------------------|--|------|-------------------------|------|-----------------------------|------|-----------------------------|------|-----------------|------|------|------|------|------|------|------|---------------------------|--|--|--|--|--|
| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 | 7:00 | | | | | |
| W E K 1 | TOTAL AUDIENCE (Households (000) & %) | | 10,060 13.5 | | 5,660 7.6 | | | | | | | | | | | | 10,430 14.0 | | | | | |
| | ABC TV | | General Hospital | | Edge of Night MTUThF (1) | | | | | | | | | | | | ABC World News Tonight | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 7,970 10.7 | | 5,140 6.9 | | | | | | | | | | | | 9,160 12.3 | | | | | |
| | SHARE OF AUDIENCE % | | 31 | | 19 | | | | | | | | | | | | 21 | | | | | |
| | AVG. AUD. BY 1/4 HR. % | | 9.9 | | 7.0 | | | | | | | | | | | | 11.9 | | | | | |
| W E K 2 | TOTAL AUDIENCE (Households (000) & %) | | 7,520 10.1 | | 4,690 6.3 | | | | | | | | | | | | 14,300 19.2 | | | | | |
| | CBS TV | | Guiding Light | | M*A*S*H | | Match Game 79 MTUThF (1) | | | | | | | | | | | | CBS Evening News with Walter Cronkite | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 6,480 8.7* | | 4,100 5.5 | | | | | | | | | | | | 12,670 17.0 | | | | | |
| | SHARE OF AUDIENCE % | | 26* | | 15 | | | | | | | | | | | | 29 | | | | | |
| | AVG. AUD. BY 1/4 HR. % | | 8.8 | | 5.4 | | | | | | | | | | | | 16.6 | | | | | |
| W E K 3 | TOTAL AUDIENCE (Households (000) & %) | | 8,120 10.9 | | | | | | | | | | | | | | 11,920 16.0 | | | | | |
| | NBC TV | | Another World (2) | | (1) | | | | | | | | | | | | NBC Nightly News | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 6,110 8.2 | | 8,740 11.6 | | | | | | | | | | | | 10,580 14.2 | | | | | |
| | SHARE OF AUDIENCE % | | 24 | | 25* | | | | | | | | | | | | 24 | | | | | |
| | AVG. AUD. BY 1/4 HR. % | | 7.7 | | 8.7 | | | | | | | | | | | | 14.2 | | | | | |
| W E K 4 | TOTAL AUDIENCE (Households (000) & %) | | 10,580 14.2 | | 5,440 7.3 | | | | | | | | | | | | 9,690 13.0 | | | | | |
| | ABC TV | | General Hospital (3) | | Edge of Night M-Th (4) | | Special (OP) | | | | | | | | | | | | ABC World News Tonight | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 7,970 10.7 | | 4,840 6.5 | | | | | | | | | | | | 8,640 11.6 | | | | | |
| | SHARE OF AUDIENCE % | | 31 | | 18 | | | | | | | | | | | | 20 | | | | | |
| | AVG. AUD. BY 1/4 HR. % | | 10.6 | | 6.7 | | | | | | | | | | | | 11.2 | | | | | |
| W E K 5 | TOTAL AUDIENCE (Households (000) & %) | | 8,050 10.8 | | 4,400 5.9 | | | | | | | | | | | | 14,010 18.8 | | | | | |
| | CBS TV | | Guiding Light (3) | | M*A*S*H M-Th (3)(5) | | Match Game 79 | | Special (OP) | | | | | | | | | | | | CBS Evening News with Walter Cronkite | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 6,780 9.0* | | 3,870 5.2 | | | | | | | | | | | | 12,520 16.8 | | | | | |
| | SHARE OF AUDIENCE % | | 26* | | 14 | | | | | | | | | | | | 28 | | | | | |
| | AVG. AUD. BY 1/4 HR. % | | 9.0 | | 5.1 | | | | | | | | | | | | 16.6 | | | | | |
| W E K 6 | TOTAL AUDIENCE (Households (000) & %) | | 8,200 11.0 | | | | | | | | | | | | | | 11,920 16.0 | | | | | |
| | NBC TV | | Another World (2)(3) | | Special (OP) | | | | | | | | | | | | NBC Nightly News | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 6,630 8.9 | | 8,740 11.6 | | | | | | | | | | | | 10,500 14.1 | | | | | |
| | SHARE OF AUDIENCE % | | 25 | | 25* | | | | | | | | | | | | 24 | | | | | |
| | AVG. AUD. BY 1/4 HR. % | | 8.4 | | 8.7 | | | | | | | | | | | | 13.9 | | | | | |
| TV HOUSEHOLDS USING TV WK 1 | | | | | | | | | | | | | | | | | | | | | | |
| (See Def. 1) WK 2 | | | | | | | | | | | | | | | | | | | | | | |
| U.S. TV Households: 74,500,000 | | | | | | | | | | | | | | | | | | | | | | |

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "CARTER NEWS CONFERENCE", ABC, CBS, NBC, WED., (4:00-4:37PM)(4:00-4:36PM)(SUS.). (4) "GENERAL HOSPITAL", ABC, FRI., (3:32-4:30PM), FOR REMAINING RATINGS, SEE OP. PAGES. DAY MON.-FRI. JAN. 22-26, 1979

(2) "NBC NEWS UPDATE", (SUS.). (5) "GLIDING LIGHT", CBS, FRI., (2:30-3:00PM)(3:31-4:00PM), FOR REMAINING RATINGS, SEE OP. PAGES.

(3) "CARTER NEWS CONFERENCE", ABC, CBS, NBC, FRI., (3:00-3:32PM)(3:00-3:31PM)(3:00-3:31PM)(SUS.).

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JAN. 20, 1979

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 |
|-----------------------------|---|------|------|------|------|--|------|---------------------------|------|------------------------------|------|------------------------------------|------|-------------------------------------|-------|--------------------------------------|-------|-----------------|
| W E K 1 | TOTAL AUDIENCE (Households (000) & %) | | | | | 3,280 4.4 | | 5,220 7.0 | | 6,260 8.4 | | 6,110 8.2 | | 6,850 9.2 | | 7,000 9.4 | | |
| | ABC TV | | | | | Scooby's All-Stars I | (OP) | Scooby's All-Stars II | | Scooby's All-Stars III | (OP) | Challenge of the Superfriends I | | Challenge of the Superfriends II | | Challenge of the Superfriends III | (OP) | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 2,380 3.2 | | 4,020 5.4 | | 5,290 7.1 | | 4,920 6.6 | | 5,960 8.0 | | 6,180 8.3 | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 27 2.7 | 3.8 | 28 4.8 | 5.9 | 30 7.2 | 6.9 | 27 6.1 | 7.2 | 29 7.9 | 8.1 | 30 8.5 | 8.2 | |
| W E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | 4,250 5.7 | | 5,740 7.7 | | 6,930 9.3 | | 8,640 11.6 | | 8,790 11.8 | | 7,150 9.6 | | |
| | CBS TV | | | | | All New Popeye Hour I | (OP) | All New Popeye Hour II | (OP) | Bugs Bunny/ Road Runner I | (OP) | Bugs Bunny/ Road Runner II | (OP) | Bugs Bunny/ Road Runner III | (OP) | Tarzan & the Super Seven I | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 3,430 4.6 | | 4,620 6.2 | | 5,810 7.8 | | 6,930 9.3 | | 7,600 10.2 | | 6,330 8.5 | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 34 3.8 | 5.3 | 33 5.9 | 6.4 | 33 7.5 | 8.1 | 35 9.1 | 9.5 | 36 9.9 | 10.5 | 31 8.5 | 8.5 | |
| W E K 1 | TOTAL AUDIENCE (Households (000) & %) | | | | | 2,010 2.7 | | 3,800 5.1 | | 4,540 6.1 | | 5,360 7.2 | | 5,360 7.2 | | 5,740 7.7 | | |
| | NBC TV | | | | | Baggy Pants & the Nitwits (SUS.) | | Galaxy Goof-Ups | | Fantastic Four | | Godzilla Super 90 I | | Godzilla Super 90 II | | Godzilla Super 90 III | (OP) | Daffy Duck (OP) |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 1,710 2.3 | | 2,830 3.8 | | 3,950 5.3 | | 4,540 6.1 | | 4,540 6.1 | | 4,690 6.3 | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 20 2.1 | 2.4 | 22 3.3 | 4.4 | 23 4.9 | 5.8 | 24 6.1 | 6.1 | 22 6.2 | 6.1 | 23 6.2 | 6.3 | |
| W E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | 3,130 4.2 | | 5,140 6.9 | | 5,070 6.8 | | 5,590 7.5 | | 5,440 7.3 | | 6,110 8.2 | | |
| | ABC TV | | | | | Scooby's All-Stars I | (OP) | Scooby's All-Stars II | | Scooby's All-Stars III | (OP) | Challenge of the Superfriends I | | Challenge of the Superfriends II | | Challenge of the Superfriends III | (OP) | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 2,160 2.9 | | 4,170 5.6 | | 4,250 5.7 | | 4,320 5.8 | | 5,070 6.8 | | 5,220 7.0 | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 28 2.4 | 3.5 | 31 5.1 | 6.0 | 26 6.1 | 5.4 | 23 5.4 | 6.3 | 25 6.7 | 7.0 | 25 7.4 | 6.6 | |
| W E K 1 | TOTAL AUDIENCE (Households (000) & %) | | | | | 3,730 5.0 | | 5,890 7.9 | | 7,380 9.9 | | 9,390 12.6 | | 9,460 12.7 | | 8,270 11.1 | | |
| | CBS TV | | | | | All New Popeye Hour I | (OP) | All New Popeye Hour II | (OP) | Bugs Bunny/ Road Runner I | (OP) | Bugs Bunny/ Road Runner II | (OP) | Bugs Bunny/ Road Runner III | (OP) | Tarzan & the Super Seven I | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 2,910 3.9 | | 4,540 6.1 | | 6,260 8.4 | | 8,200 11.0 | | 8,640 11.6 | | 7,520 10.1 | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 32 3.2 | 4.6 | 34 5.7 | 6.5 | 37 7.9 | 8.9 | 43 10.3 | 11.6 | 43 11.5 | 11.7 | 36 9.9 | 10.3 | |
| W E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | 1,560 2.1 | | 3,280 4.4 | | 4,400 5.9 | | 5,360 7.2 | | 5,140 6.9 | | 6,560 8.8 | | |
| | NBC TV | | | | | Baggy Pants & the Nitwits (SUS.) | | Galaxy Goof-Ups | | Fantastic Four | | Godzilla Super 90 I | | Godzilla Super 90 II | | Godzilla Super 90 III | (OP) | Daffy Duck (OP) |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 1,270 1.7 | | 2,380 3.2 | | 3,500 4.7 | | 4,400 5.9 | | 4,400 5.9 | | 5,290 7.1 | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 16 1.5 | 1.8 | 19 2.7 | 3.6 | 21 4.6 | 4.9 | 23 5.9 | 5.8 | 22 6.1 | 5.7 | 25 6.8 | 7.4 | |
| TV HOUSEHOLDS USING TV WK 1 | | 4.8 | 6.0 | 8.0 | 9.4 | 12.3 | 15.0 | 17.5 | 20.4 | 23.2 | 24.8 | 25.6 | 27.0 | 27.6 | 28.5 | 27.2 | 27.3 | |
| (See Def. 1) | | 4.4 | 5.7 | 6.8 | 9.0 | 10.6 | 13.7 | 16.8 | 19.6 | 22.0 | 22.9 | 24.5 | 26.5 | 26.8 | 27.0 | 27.6 | 28.5 | |

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

| TV HOUSEHOLDS USING TV | | WK 1 | 27.3 | 27.7 | 28.1 | 28.2 | 29.2 | 30.8 | 31.7 | 32.3 | 32.8 | 32.8 | 31.7 | 32.7 | 32.8 | 33.6 | 34.5 | 35.0 |
|--------------------------------|--|---|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| (See Def. 1) | | WK 2 | 27.1 | 27.0 | 27.0 | 27.2 | 26.8 | 27.3 | 28.5 | 29.6 | 30.0 | 30.5 | 30.3 | 29.1 | 30.2 | 30.8 | 31.5 | 30.9 |
| U.S. TV Households: 74,500,000 | | Half-hour ratings (for immediately preceding and subsequent half-hours) | | | | | | | | | | | | | | | | |

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hour). (R) Repeat, see page B. (UP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JAN. 21, 1979

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 |
|------------------|---|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|--|
| W E K 1 | ABC TV | | | | | | | | | | | | | | | | | 3,650 4.9 |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | Kids Are People Too I (SUS.) |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | Kids Are People Too II 3,130 4.2 18 4.2 4.2 |
| E K 1 | CBS TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,640 2.2 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 2,090 2.8 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | What's New, Mister Magoo? (OP) 1,270 1.7 11 1.3 |
| E K 2 | ABC TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 3,280 4.4 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | Kids Are People Too I (SUS.) |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | Kids Are People Too II 2,610 3.5 16 3.3 3.7 |
| E K 2 | CBS TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,340 1.8 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 3,350 4.5 |
| E K 2 | ABC TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 890 1.2 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | CBS TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | ABC TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | CBS TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | ABC TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | CBS TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | ABC TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | CBS TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | ABC TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | CBS TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | ABC TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | CBS TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | ABC TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | CBS TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | ABC TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | CBS TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | ABC TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | CBS TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | ABC TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | CBS TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | ABC TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | CBS TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | ABC TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | CBS TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | ABC TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | CBS TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | ABC TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | CBS TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | ABC TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | CBS TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | ABC TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | CBS TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | ABC TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | CBS TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | ABC TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | CBS TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | ABC TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | CBS TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | ABC TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | CBS TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | ABC TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | CBS TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | ABC TV | | | | | | | | | | | | | | | | | |
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| E K 2 | CBS TV | | | | | | | | | | | | | | | | | |
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| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | ABC TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | CBS TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | ABC TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | CBS TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | ABC TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | CBS TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | ABC TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | CBS TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | 1,710 2.3 2.0* 2.1 |
| E K 2 | ABC TV | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | 1,190 1.6 |

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JAN. 21, 1979

| TIME | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 | 3:00 |
|---|--|--------------|-------|--------------|-------|---------------|-------|----------------|-------|---------------|------|------|------|----------------|------|--------------|------|-------|
| TOTAL AUDIENCE (Households (000) & %) | | 4,540 6.1 | | 3,650 4.9 | | 3,950 5.3 | | | | 9,310 12.5 | | | | | | | | |
| ABC TV | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 3,730 5.0 | | 2,830 3.8 | | 2,910 3.9 | | | | 5,590 7.5 | | | | | | | | |
| SHARE OF AUDIENCE % | | 19 | | 13 | | 12 | | | | 19 | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | 4.9 | | 5.1 | | 3.8 | | 3.8 | | 5.8 | | | | | | | | |
| Kids Are People Too III | | | | | | | | | | | | | | | | | | |
| Animals, Animals (OP) | | | | | | | | | | | | | | | | | | |
| Issues And Answers | | | | | | | | | | | | | | | | | | |
| Directions (SUS.) | | | | | | | | | | | | | | | | | | |
| Superstars | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | 3,650 4.9 | | 9,830 13.2 | | | | | | | | 6,260 8.4 | | 6,480 8.7 | | |
| CBS TV | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | 2,610 3.5 | | 4,170 5.6 | | | | | | | | 4,920 6.6 | | 3,500 4.7 | | |
| SHARE OF AUDIENCE % | | | | 11 | | 17 | | 4.5* | | 5.1* | | | | 6.7* | | 10 | | 5.3* |
| AVG. AUD. BY 1/4 HR. % | | | | 3.3 | | 3.8 | | 4.7 | | 5.2 | | | | 6.8 | | 5.3 | | 5.2 |
| Face the Nation | | | | | | | | | | | | | | | | | | |
| NBA Basketball Game | | | | | | | | | | | | | | | | | | |
| "PHILADELPHIA VS. BOSTON" & "CHICAGO VS. CLEVELAND" (12:00-2:04PM)(1) | | | | | | | | | | | | | | | | | | |
| NBA Basketball Post (2:04-2:32PM)(1) | | | | | | | | | | | | | | | | | | |
| (2) | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | 2,830 3.8 | | 11,590 16.1 | | | | | | 30,100 40.4 | | | | |
| NBC TV | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | 2,460 3.3 | | 6,260 8.4 | | | | | | 16,240 21.8 | | 16.1* | | 19.3* |
| SHARE OF AUDIENCE % | | | | | | 12 | | 25 | | 6.2* | | | | 9.9* | | 16.1* | | 19.3* |
| AVG. AUD. BY 1/4 HR. % | | | | | | 3.3 | | 3.4 | | 21* | | | | 26* | | 38* | | 43* |
| Meet the Press | | | | | | | | | | | | | | | | | | |
| Sportsworld | | | | | | | | | | | | | | | | | | |
| Super Bowl XIII Pre Game (2:00-4:00PM) | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | 4,020 5.4 | | 2,830 3.8 | | 2,980 4.0 | | | | | | | | 11,550 15.5 | | | | |
| ABC TV | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 3,050 4.1 | | 2,240 3.0 | | 2,310 3.1 | | | | | | | | 7,000 9.4 | | 7.8* | | 10.0* |
| SHARE OF AUDIENCE % | | 16 | | 12 | | 11 | | | | | | | | 24 | | 21* | | 25* |
| AVG. AUD. BY 1/4 HR. % | | 4.0 | | 4.2 | | 3.1 | | 2.8 | | 3.3 | | | | 7.3 | | 8.4 | | 10.6 |
| Kids Are People Too III | | | | | | | | | | | | | | | | | | |
| Animals, Animals (OP) | | | | | | | | | | | | | | | | | | |
| Issues And Answers | | | | | | | | | | | | | | | | | | |
| Directions (SUS.) | | | | | | | | | | | | | | | | | | |
| Superstars | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | 3,580 4.8 | | | | | | 4,920 6.6 | | | | 10,730 14.4 | | | | |
| CBS TV | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | 2,910 3.9 | | | | | | 3,050 4.1 | | | | 4,540 6.1 | | 6.5* | | 6.3* |
| SHARE OF AUDIENCE % | | | | 16 | | | | | | 13 | | | | 14 | | 17* | | 15* |
| AVG. AUD. BY 1/4 HR. % | | | | 3.8 | | 3.9 | | | | 3.5 | | | | 5.8 | | 6.5 | | 6.1 |
| Face the Nation | | | | | | | | | | | | | | | | | | |
| Challenge of the Sexes | | | | | | | | | | | | | | | | | | |
| NBA Basketball Game | | | | | | | | | | | | | | | | | | |
| "VARIOUS TEAMS & TIMES" (1:45-4:09PM) | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | 3,800 5.1 | | 7,750 10.4 | | | | | | 10,430 14.0 | | | | |
| NBC TV | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | 3,200 4.3 | | 4,620 6.2 | | | | | | 5,590 7.5 | | 6.7* | | 7.3* |
| SHARE OF AUDIENCE % | | | | | | 16 | | 18 | | 5.3* | | | | 19* | | 19* | | 19* |
| AVG. AUD. BY 1/4 HR. % | | | | | | 4.1 | | 4.5 | | 5.7 | | | | 7.7 | | 6.8 | | 7.1 |
| Meet the Press | | | | | | | | | | | | | | | | | | |
| NBC's Olympic Diary (1:00-2:00PM) | | | | | | | | | | | | | | | | | | |
| NCAA Basketball - National 2 | | | | | | | | | | | | | | | | | | |
| "MARQUETTE VS. DJKE" (2:00-4:00PM) | | | | | | | | | | | | | | | | | | |
| TV HOUSEHOLDS USING TV | | | | | | | | | | | | | | | | | | |
| WK 1 | | 25.2 | 27.3 | 29.0 | 30.1 | 31.0 | 31.5 | 33.1 | 34.5 | 36.6 | 38.6 | 41.1 | 43.3 | 45.3 | 46.9 | 47.9 | 48.6 | |
| WK 2 | | 24.9 | 25.6 | 25.3 | 26.0 | 26.5 | 27.4 | 28.7 | 30.6 | 31.4 | 32.7 | 34.1 | 35.9 | 37.5 | 39.1 | 40.2 | 41.6 | |

U.S. TV Households: 74,500,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

A-33 (1) FOR REMAINING RATINGS, SEE OP. PAGES.

(R) Repeat, see page 8.

(UP) See Other Programs Section, Page A-30

DAY SUN. JAN. 28, 1979

A-35

U.S. TV Households: 74,500,000

* Half-hour ratings (for immediately preceding and subject quarter-hours)

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

Programs section: Page A-36
DAY SUN. JAN. 28, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

| NATIONAL TV/SC/TV AUDIENCE ESTIMATES | | | | | | | | | | | | | | | |
|--|--|--|--|---|---------------|---------------------|--------------------------|------------------|---------------------------------|----------------------|-------|---------------------|------------------|---------------------------------|---------------------------|
| DAY NETWORK TIME (N.Y.T.) PROGRAM | | | | WEEK 1 | | | | WEEK 2 | | | | | | | |
| | | | | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD. BY 1/4 HR | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD. BY 1/4 HR |
| | | | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | |
| QUARTER HOUR | | | | | | | | | | | | | | | |
| EVENING MONDAY | | | | | | | | | | | | | | | |
| ABC 11.30-12.35AM POLICE STORY-MON. 11.30-12.36AM | | | | 11.30 11.45 12.00 12.15 12.30 | 8,120 10.9 | 5,890 | 7.9 8.6* 7.5* | 26 25* 28* | 8.6 8.6 7.2 6.7 | 6,710 9.0 | 4,690 | 6.3 7.1* 5.6* | 23 23* 23* | 7.6 6.7 5.7 5.5 5.2 | |
| EVENING TUESDAY | | | | | | | | | | | | | | | |
| ABC 9.37- 9.46PM ABC COMMENTARY(S) | | | | 9.45 | | | | | | FOR RTGS SEE PAGE | A-5 | | | | 17.2 |
| ABC 9.46-10.16PM THREE'S COMPANY | | | | 10.15 | | | | | | FOR RTGS SEE PAGE | A-5 | | | | 23.6 |
| ABC 10.16-11.16PM STARKY AND HUTCH | | | | 11.00 11.15 11.30 11.45 12.00 12.15 12.30 | | | | | | FOR RTGS SEE PAGE | A-5 | | | | 16.2 13.5 |
| ABC 11.30-12.41AM TUESDAY MOVIE OF THE WEEK 11.46-12.57AM | | | | 11.30 11.45 12.00 12.15 12.30 | 8,940 12.0 | 5,890 | 7.9 8.6* 7.6* | 29 27* 31* | 8.8 8.3 7.9 7.3 7.0 | 5,360 7.2 | 3,580 | 4.8 4.9* | 19 18* | 6.0 5.3 4.5 4.0 | |
| ABC 12.41- 1.19AM TUESDAY MOVIE-WEEK PART 2 12.57- 1.21AM | | | | 12.45 12.30 12.45 1.00 1.15 | 5,440 7.3 | 4,690 | 6.3 6.7 5.9 5.6 | 36 | 6.7 6.7 5.9 5.6 | 3,130 4.2 | 2,830 | 4.0* 3.8 | 20* 24 | 4.1 4.2 3.8 3.6 | |
| NBC 8.00-10.56PM BIG EVENT-TUE. | | | | 11.00 11.15 11.30 11.30 11.45 | | | | | | FOR RTGS SEE PAGE | A-5 | | | | 22.5 22.1 20.1 |
| NBC 11.30-12.00MD NBC NEWS SPECIAL REPORT(S) | | | | 11.30 11.45 | 7,300 9.8 | 5,810 | 7.8 7.3 | 25 | 8.4 7.3 | | | | | | |
| EVENING WEDNESDAY | | | | | | | | | | | | | | | |
| ABC 11.30-12.38AM POLICE WOMAN 11.30-12.37AM | | | | 11.30 11.45 12.00 12.15 12.30 | 8,640 11.6 | 6,110 | 8.2 8.7* 7.9* | 29 27* 31* | 9.1 8.4 8.1 7.8 7.4 | 7,600 10.2 | 5,220 | 7.0 7.8* 6.6* | 26 25* 27* | 8.4 7.2 6.7 6.4 5.9 | |
| ABC 12.38- 1.21AM MANNIX-WED. 12.37- 1.20AM | | | | 12.30 12.45 1.00 1.15 | 5,360 7.2 | 4,400 | 5.9 6.2* 5.5* | 34 32* 35* | 6.3 6.1 5.6 5.3 | 3,950 5.3 | 3,430 | 4.6 4.6* 4.6* | 27 25* 29* | 4.7 4.5 4.7 4.5 | |
| EVENING THURSDAY | | | | | | | | | | | | | | | |
| ABC 11.30-12.38AM STARKY AND HUTCH-11:30 11.30-12.37AM | | | | 11.30 11.45 12.00 12.15 | 8,640 11.6 | 6,180 | 8.3 9.0* 8.0* | 29 27* 31* | 9.7 8.4 7.9 8.1 | 7,600 10.2 | 5,440 | 7.3 7.4* 7.4* | 26 23* 29* | 7.9 7.0 7.3 7.4 | |
| CONT'D | | | | | | | | | | | | | | | |

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

| | | | | WEEK 1 | | | | WEEK 2 | | | | | | | | | |
|-------------------------|---------|---------------|--------------------------------|--------------|---------------------------|------|------------------|--------|---------|---------------------|------------------|------|------------------|-------|---------|---------------------|-----|
| DAY | NETWORK | TIME (N.Y.T.) | PROGRAM | QUARTER HOUR | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD. BY 1/4 HR | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD. BY 1/4 HR | |
| | | | | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | % | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | % | |
| EVENING THURSDAY CONT'D | | | | | | | | | | | | | | | | | |
| | ABC | 11.30-12.38AM | STARSKY AND HUTCH-11:30-CONT'D | 12.30 | | | | | | 6.6 | | | | | | | 6.5 |
| | ABC | 12.38- 1.17AM | MANNIX-THURS. | 12.30 | 4,470 | 6.0 | 3,800 | 5.1 | 29 | 5.4 | 4,620 | 6.2 | 3,800 | 5.1 | 28 | 5.6 | |
| | | 12.37- 1.19AM | | 12.45 | | | | 5.2* | 27* | 5.1 | | | | 5.4* | 28* | 5.3 | |
| | | | | 1.00 | | | | | | 5.0 | | | | | | 4.8 | |
| | | | | 1.15 | | | | | | 4.9 | | | | | | 4.3 | |
| EVENING FRIDAY | | | | | | | | | | | | | | | | | |
| | ABC | 11.30-12.35AM | BARETTA-11:30PM | 11.30 | 6,480 | 8.7 | 4,990 | 6.7 | 19 | 7.0 | 7,600 | 10.2 | 5,070 | 6.8 | 20 | 7.4 | |
| | | 11.30-12.34AM | | 11.45 | | | | 6.9* | 18* | 6.8 | | | | 7.2* | 19* | 7.0 | |
| | | | | 12.00 | | | | | | 6.7 | | | | | | 6.7 | |
| | | | | 12.15 | | | | 6.7* | 20* | 6.6 | | | | 6.6* | 21* | 6.4 | |
| | | | | 12.30 | | | | | | 5.7 | | | | | | 5.8 | |
| | NBC | 1.00- 2.30AM | MIDNIGHT SPECIAL | 1.00 | 6,480 | 8.7 | 3,580 | 4.8 | 29 | 7.1 | 5,440 | 7.3 | 2,980 | 4.0 | 23 | 5.1 | |
| | | | | 1.15 | | | | 6.3* | 32* | 5.5 | | | | 5.0* | 25* | 4.8 | |
| | | | | 1.30 | | | | | | 4.5 | | | | | | 4.2 | |
| | | | | 1.45 | | | | 4.3* | 27* | 4.1 | | | | 4.0* | 23* | 3.7 | |
| | | | | 2.00 | | | | | | 4.0 | | | | | | 3.1 | |
| | | | | 2.15 | | | | 3.7* | 26* | 3.3 | | | | 2.9* | 20* | 2.8 | |
| EVENING SATURDAY | | | | | | | | | | | | | | | | | |
| | ABC | 8.58- 8.59PM | ABC NEWSBRIEF-SAT. | 8.45 | 16,240 | 21.8 | 16,240 | 21.8 | 35 | 21.8 | | | | | | | |
| | | 9.28- 9.29PM | | 9.15 | | | | | | | 18,480 | 24.8 | 18,480 | 24.8 | 40 | 24.8 | |
| | ABC | 11.00-11.15PM | ABC WEEKEND REPORT-SAT. | 11.00 | 7,670 | 10.3 | 7,150 | 9.6 | 19 | 9.6 | 4,170 | 5.6 | 3,950 | 5.3 | 11 | 5.3 | |
| | CBS | 8.57- 8.59PM | NEWSBREAK-SAT. | 8.45 | 11,320 | 15.2 | 10,430 | 14.0 | 22 | 14.0 | 10,650 | 14.3 | 10,650 | 14.3 | 23 | 14.3 | |
| | | 9.58- 8.59PM | | | | | | | | | | | | | | | |
| | NBC | 8.58- 8.59PM | NBC NEWS UPDATE-SAT. | 8.45 | 11,700 | 15.7 | 11,700 | 15.7 | 25 | 15.7 | 13,560 | 18.2 | 13,560 | 18.2 | 30 | 18.2 | |
| | NBC | 11.30-12.47AM | SATURDAY NIGHT | 11.30 | | | | | | | 14,450 | 19.4 | 10,130 | 13.6 | 38 | 14.7 | |
| | | | | 11.45 | | | | | | | | | | 14.7* | 37* | 14.8 | |
| | | | | 12.00 | | | | | | | | | | | | 14.3 | |
| | | | | 12.15 | | | | | | | | | | 13.6* | 40* | 13.0 | |
| | | | | 12.30 | | | | | | | | | | | | 11.5 | |
| | | | | 12.45 | | | | | | | | | | | | 10.9 | |
| | NBC | 11.30- 1.11AM | U.S.OLYMPIC TRACK MEET(S) | 11.30 | 10,650 | 14.3 | 4,990 | 6.7 | 21 | 9.1 | | | | | | | |
| | | | | 11.45 | | | | 8.5* | 22* | 8.0 | | | | | | | |
| | | | | 12.00 | | | | | | 7.5 | | | | | | | |
| | | | | 12.15 | | | | 6.9* | 21* | 6.3 | | | | | | | |
| | | | | 12.30 | | | | | | 5.4 | | | | | | | |
| | | | | 12.45 | | | | 5.2* | 18* | 4.9 | | | | | | | |
| | | | | 1.00 | | | | | | 4.8 | | | | | | | |
| EVENING SUNDAY | | | | | | | | | | | | | | | | | |
| | ABC | 8.58- 8.59PM | ABC NEWSBRIEF-SUN. | 8.45 | 14,900 | 20.0 | 14,900 | 20.0 | 28 | 20.0 | 15,420 | 20.7 | 15,420 | 20.7 | 30 | 20.7 | |
| | ABC | 9.00-11.26PM | ABC SUNDAY NIGHT MOVIE | 11.15 | FOR RTGS SEE PAGE A-14 | | | 25.7* | 46* | 24.1 | | | | | | | |
| | CBS | 8.58- 8.59PM | NEWSBREAK-SUN. | 8.45 | 20,560 | 27.6 | 20,560 | 27.6 | 39 | 27.6 | 16,390 | 22.0 | 16,390 | 22.0 | 32 | 22.0 | |
| | NBC | 8.42-10.42PM | CENTENNIAL | 10.30 | FOR RTGS SEE PAGE A-14 | | | | | 16.3 | | | | | | | |

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

| | | | | | WEEK 1 | | | | WEEK 2 | | | | | | | | | |
|-----------------------|---------|---------------|-----------------------------|--------------|------------------------|------|------------------|------|--------------|------------------------|------------------------|------------------------|------------------|--------------|---------|----------|-----|-----|
| DAY | NETWORK | TIME (N.Y.T.) | PROGRAM | QUARTER HOUR | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | AVG. AUD. BY | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | AVG. AUD. BY | | | | |
| | | | | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | 1/4 HR % | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | 1/4 HR % | | |
| EVENING SUNDAY CONT'D | | | | | | | | | | | | | | | | | | |
| NBC | 8.12- | 8.42PM | BROTHERS AND SISTERS(S) | 8.30 | FOR RTGS SEE PAGE A-14 | | | | 20.5 | | | | | | | | | |
| NBC | 9.42- | 9.43PM | NBC NEWS UPDATE-SUN. | 9.00 | | | | | | 13,040 | 17.5 | 13,040 | 17.5 | 26 | 17.5 | | | |
| | 9.00- | 9.01PM | | 9.30 | 12,290 | 16.5 | 12,290 | 16.5 | 25 | 16.5 | | | | | | | | |
| NBC | 12.12- | 2.13AM | NBC LATE NIGHT MOVIE | 12.45 | FOR RTGS SEE PAGE A-16 | | | | 1.5 | FOR RTGS SEE PAGE A-17 | | 2.3* | | 12* | 2.4 | | | |
| | 11.30- | 1.31AM | | 1.00 | | | | | | | | 2.2* | | 15* | 2.2 | | | |
| | | | | 1.15 | | | 1.1* | | 8* | 1.1 | | | | | 2.1 | | | |
| | | | | 1.30 | | | | | | 1.1 | | | | | 1.6 | | | |
| | | | | 1.45 | | | 1.0* | | 9* | 1.0 | | | | | | | | |
| | | | | 2.00 | | | | | | 1.0 | | | | | | | | |
| EVENING MONDAY-FRIDAY | | | | | | | | | | | | | | | | | | |
| ABC | 9.58- | 9.59PM | ABC NEWSBRIEF-M-F | M-F 8.45 | 16,320 | 21.9 | 16,320 | 21.9 | 32 | 19.6 | 16,840 | 22.6 | 17,210 | 23.1 | 35 | 21.8 | | |
| | 8.58- | 8.59PM | | 9.45 | | | | | | 23.5 | | | | | | 23.1 | | |
| CBS | 8.58- | 8.59PM | NEWSBREAK-M-F | M-F 8.45 | 12,440 | 16.7 | 11,700 | 15.7 | 23 | 16.6 | 11,400 | 15.3 | 11,400 | 15.3 | 23 | 15.3 | | |
| CBS | 12.39- | 1.25AM | LATE MOVIE II | M-F 12.00 | 4,840 | 6.5 | 3,730 | 5.0 | 26 | 6.7 | 5,070 | 6.8 | 4,170 | 5.6 | 30 | 7.5 | | |
| | 12.42- | 1.27AM | | 12.15 | | | 6.2* | | 24* | 5.9 | | | 7.1* | | 28* | 6.9 | | |
| | | | | 12.30 | | | | | | 5.6 | | | | | | 5.9 | | |
| | | | | | | | | | | | | | | | | | | |
| NBC | 8.58- | 8.59PM | NBC NEWS UPDATE-M-F | M-F 12.45 | | | 5.8* | | 30* | 5.1 | | | 6.1* | | 30* | 5.5 | | |
| | | | | 1.00 | | | | | | 4.6 | | | | | | 5.4 | | |
| | | | | 1.15 | | | 4.5* | | 27* | 4.4 | | | 5.4* | | 34* | 5.3 | | |
| NBC | 11.30- | 12.51AM | TONIGHT SHOW | M-F 8.45 | 10,950 | 14.7 | 10,950 | 14.7 | 21 | 14.3 | 10,500 | 14.1 | 10,500 | 14.1 | 21 | 12.3 | | |
| | 11.30- | 12.45AM | | 9.00 | | | | | | 16.6 | | | | | | | | |
| NBC | 1.00- | 1.45AM | TOMORROW SHOW | M-TH 9.15 | FOR RTGS SEE PAGE A-16 | | | | 3.3 | FOR RTGS SEE PAGE A-17 | | | | | | 15.9 | | |
| | | | | 1.15 | | | | | | 3.0 | | | 3.5* | | 22* | 3.4 | | |
| | | | | 1.45 | FOR RTGS SEE PAGE A-16 | | | | 2.3* | 19* | 2.2 | FOR RTGS SEE PAGE A-17 | | | | 2.5* | 21* | 2.4 |
| | | | | 2.00 | | | | | | 2.0 | | | | | | | | |
| | | | | 2.15 | | | | | | | | | 1.8* | | 19* | 1.9 | | |
| | | | | | | | | | | | | | | | | | | |
| ABC | 3.00- | 4.00PM | GENERAL HOSPITAL | M-F 4.00 | | | | | | | FOR RTGS SEE PAGE A-23 | | | | | 10.1 | | |
| | | | | 4.15 | | | | | | | | | 10.2* | | 30* | 10.3 | | |
| ABC | 4.30- | 5.30PM | ABC AFTER SCHOOL SPECIAL(S) | WED. 4.30 | | | | | | | 10,210 | 13.7 | 6,850 | 9.2 | 21 | 8.2 | | |
| | | | | 4.45 | | | | | | | | | 8.4* | | 20* | 8.5 | | |
| | | | | 5.00 | | | | | | | | | | | | 9.3 | | |
| | | | | 5.15 | | | | | | | | | 10.0* | | 22* | 10.6 | | |
| CBS | 11.54- | 12.00NN | CBS MID-DAY NEWS-EDWARDS | M-F 11.45 | 5,440 | 7.3 | 4,770 | 6.4 | 24 | 6.4 | 6,330 | 8.5 | 5,590 | 7.5 | 27 | 7.5 | | |
| CBS | 2.30- | 3.30PM | GUIDING LIGHT | M-F 3.30 | | | | | | | FOR RTGS SEE PAGE A-21 | | | | | 7.6 | | |
| | | | | 3.45 | | | | | | | | | 7.6* | | 23* | 7.6 | | |
| CBS | 4.30- | 5.30PM | PHOENIX OPEN GOLF-MON.(S) | MON. 4.30 | | | | | | | 5,070 | 6.8 | 2,830 | 3.8 | 10 | 4.3 | | |
| | | | | 4.45 | | | | | | | | | 4.0* | | 11* | 3.7 | | |
| CONT'D | | | | | | | | | | | | | | | | | | |

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

| | | | | WEEK 1 | | | | | WEEK 2 | | | | | | | |
|--------------------------|---------|---------------|---------------------------------------|------------------------------|---------------------------|------|------------------|------|---------|---------------------|---------------------------|------|------------------|-------------|-----------|--------------------------|
| DAY | NETWORK | TIME (N.Y.T.) | PROGRAM | QUARTER HOUR | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD. BY 1/4 HR | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD. BY 1/4 HR |
| | | | | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | |
| DAY MONDAY-FRIDAY CONT'D | | | | | | | | | | | | | | | | |
| | CBS | 4.30- | 5.30PM PHOENIX OPEN GOLF-MON.(-CONT'D | 5.00 5.15 | | | | | | | | | | 3.7* | 9* | 3.8 3.6 |
| | NBC | 1.00- | 1.30PM HOLLYWOOD SQUARES(B) | 1.00 1.15 | 2,530 | 3.4 | 2,160 | 2.9 | 10 | 2.9 3.0 | | | | | | |
| | NBC | 4.00- | 5.00PM SPECIAL TREAT(S) | 4.00 4.15 4.30 4.45 | | | | | | | 8,940 | 12.0 | 6,260 | 8.4 7.9* | 22 21* | 7.9 7.8 8.8 9.2 |
| DAY SATURDAY | | | | | | | | | | | | | | | | |
| | ABC | 8.26- | 8.30AM SCHOOLHOUSE ROCK-8.26AM | 8.15 | 3,280 | 4.4 | 2,980 | 4.0 | 31 | 4.0 | 3,280 | 4.4 | 2,830 | 3.8 | 32 | 3.8 |
| | ABC | 9.26- | 9.30AM SCHOOLHOUSE ROCK-9.26AM | 9.15 | 5,360 | 7.2 | 4,840 | 6.5 | 26 | 6.5 | 4,320 | 5.8 | 3,870 | 5.2 | 23 | 5.2 |
| | ABC | 10.56- | 10.59AM SCHOOLHOUSE ROCK-10.56AM | 10.45 | 5,740 | 7.7 | 5,440 | 7.3 | 26 | 7.3 | 4,770 | 6.4 | 4,470 | 6.0 | 21 | 6.0 |
| | ABC | 11.26- | 11.29AM SCHOOLHOUSE ROCK-11.26AM | 11.15 | 5,220 | 7.0 | 4,990 | 6.7 | 26 | 6.7 | 5,510 | 7.4 | 5,220 | 7.0 | 27 | 7.0 |
| | ABC | 11.56- | 11.59AM SCHOOLHOUSE ROCK-11.56AM | 11.45 | 6,330 | 8.5 | 6,030 | 8.1 | 29 | 8.1 | 5,140 | 6.9 | 4,690 | 6.3 | 23 | 6.3 |
| | ABC | 3.30- | 5.04PM PRO BOWLERS TOUR | 5.00 | FOR RTGS SEE PAGE A-28 | | | | | 12.3 | | | | | | |
| | CBS | 8.26- | 8.29AM IN THE NEWS- 8.26AM | 8.15 | 4,320 | 5.8 | 4,170 | 5.6 | 37 | 5.6 | 3,870 | 5.2 | 3,650 | 4.9 | 36 | 4.9 |
| | CBS | 8.56- | 8.59AM IN THE NEWS- 8.56AM | 8.45 | 5,220 | 7.0 | 4,690 | 6.3 | 31 | 6.3 | 4,990 | 6.7 | 4,620 | 6.2 | 32 | 6.2 |
| | CBS | 9.26- | 9.29AM IN THE NEWS- 9.26AM | 9.15 | 6,260 | 8.4 | 6,110 | 8.2 | 33 | 8.2 | 7,000 | 9.4 | 6,710 | 9.0 | 39 | 9.0 |
| | CBS | 9.59- | 10.02AM IN THE NEWS- 9.59AM | 9.45 10.00 | 7,080 | 9.5 | 7,000 | 9.4 | 34 | 9.3 9.4 | 8,570 | 11.5 | 8,270 | 11.1 | 42 | 11.2 11.0 |
| | CBS | 10.26- | 10.29AM IN THE NEWS-10.26AM | 10.15 | 8,640 | 11.6 | 7,820 | 10.5 | 37 | 10.5 | 9,690 | 13.0 | 8,570 | 11.5 | 43 | 11.5 |
| | CBS | 11.33- | 11.36AM IN THE NEWS-11.33AM | 11.30 | 7,300 | 9.8 | 7,150 | 9.6 | 34 | 9.6 | 7,150 | 9.6 | 6,930 | 9.3 | 34 | 9.3 |
| | CBS | 11.56- | 11.59AM IN THE NEWS-11.56AM | 11.45 | 7,150 | 9.6 | 6,560 | 8.8 | 31 | 8.8 | 7,000 | 9.4 | 6,560 | 8.8 | 32 | 8.8 |
| | CBS | 12.26- | 12.29PM IN THE NEWS-12.26PM | 12.15 | 5,810 | 7.8 | 5,360 | 7.2 | 23 | 7.2 | 4,770 | 6.4 | 4,400 | 5.9 | 22 | 5.9 |
| | CBS | 12.56- | 12.59PM IN THE NEWS-12.56PM | 12.45 | 7,080 | 9.5 | 6,780 | 9.1 | 28 | 9.1 | 5,890 | 7.9 | 5,440 | 7.3 | 25 | 7.3 |
| | CBS | 1.26- | 1.29PM IN THE NEWS- 1.26PM | 1.15 | 5,440 | 7.3 | 4,840 | 6.5 | 20 | 6.5 | | | | | | |
| | NBC | 10.27- | 10.29AM METRIC MARVELS-10:27AM | 10.15 | 4,620 | 6.2 | 4,400 | 5.9 | 21 | 5.9 | 4,320 | 5.8 | 4,170 | 5.6 | 20 | 5.6 |
| | NBC | 10.57- | 10.59AM METRIC MARVELS-10:57AM | 10.45 | 4,250 | 5.7 | 4,170 | 5.6 | 20 | 5.6 | 5,220 | 7.0 | 5,140 | 6.9 | 24 | 6.9 |
| | NBC | 11.57- | 11.59AM METRIC MARVELS-11:57AM | 11.45 | 3,050 | 4.1 | 2,980 | 4.0 | 14 | 4.0 | 3,870 | 5.2 | 3,730 | 5.0 | 19 | 5.0 |
| DAY SUNDAY | | | | | | | | | | | | | | | | |
| | ABC | 11.55- | 11.59AM SCHOOLHOUSE ROCK-11.55AM | 11.45 | 3,130 | 4.2 | 2,830 | 3.8 | 13 | 3.8 | 2,090 | 2.8 | 1,940 | 2.6 | 10 | 2.6 |
| | CBS | 8.26- | 8.29AM IN THE NEWS- 8.26AM-SUN. | 8.15 | | | | | | | 1,040 | 1.4 | 890 | 1.2 | 13 | 1.2 |
| | CBS | 8.56- | 8.59AM IN THE NEWS- 8.56AM-SUN. | 8.45 | | | | | | | 1,340 | 1.8 | 1,270 | 1.7 | 13 | 1.7 |
| | CBS | 9.26- | 9.29AM IN THE NEWS- 9.26AM-SUN. | 9.15 | 1,790 | 2.4 | 1,710 | 2.3 | 13 | 2.3 | | | | | | |
| | CBS | 9.56- | 9.59AM IN THE NEWS- 9.56AM-SUN. | 9.45 | 2,090 | 2.8 | 1,860 | 2.5 | 12 | 2.5 | | | | | | |
| | CBS | 12.00- | 2.04PM NBA BASKETBALL GAME | 2.00 | FOR RTGS SEE PAGE A-32 | | | | | 8.4 | | | | | | |
| | | 1.45- | 4.09PM | 4.00 | | | | | | | FOR RTGS SEE PAGE A-33 | | | | | 6.6 |